

Southern HARDWARE

APRIL, 1953

including the SOUTHERN FARM EQUIPMENT section

IRWIN *display-n-sell* SCREW DRIVER ASSORTMENTS

IRWIN Assortment No. 444

56 Assorted **Jim Dandy** Screw Drivers
Tenite No. 2 Amber Plastic Handles

43 Machinist Type Screw Drivers—2 each—1" size,
14 each—3" size, 12 each—4" size,
12 each—6" size, 3 each—8" size.

4 Cabinet Type Screw Drivers—2 each—4" size,
2 each—6" size.

9 Phillips Type Screw Drivers—1 each—1 1/2" size,
4 each—3" size, 4 each—4" size.

Retail Value \$29.83

Dealer Cost 19.80

Your Mark-up Over 50% \$10.03

2 fast-selling screw driver assortments. Modest investment. 50% mark-up for dealers.

IRWIN Assortment No. 333

129 **Boss Man** Screw Drivers
Black Satin Wood Handles

90 Machinist Type Screw Drivers—3 each—1" size,
30 each—3" size, 30 each—4" size,
24 each—6" size, 3 each—8" size.

24 Cabinet Type Screw Drivers—12 each—4" size,
12 each—6" size.

15 Phillips Type Screw Drivers—3 each—1 1/2" size,
6 each—3" size, 6 each—4" size.

Retail Value \$33.60

Dealer Cost \$20.80

Your Mark-Up Over 50% \$12.80

Here's a tested and proved Irwin screw driver promotion. One that gives fast turnover, extra add-on profits. Sturdy cardboard displays work as silent salesmen in your store. Displays are free with either assortment and require only 17" of space to set up. Retail prices and sizes help customers make their own selection for quick sales. Your investment is small. The screw driver market is big. So order from your Irwin Jobber today.



No. 444
Jim Dandy
Display



No. 333
Boss Man
Display

YOU GET THESE SELLING HELPS, TOO

- (1) Generous supply of free advertising folders.
- (2) Separate container with partitions for storing back-up stock.
- (3) Each assortment conveniently packaged in easy-to-handle shipping container.

ORDER TODAY

the original solid
center auger bit
•
screw drivers
screw driver bits

IRWIN

THE IRWIN AUGER BIT COMPANY • WILMINGTON, OHIO, U. S. A.

Wood Screws
Machine Screws
Nuts
Cap Screws
Tapping Screws
Stove Bolts
Carriage Bolts
Lag Bolts
Machine Bolts
Cotter Pins



NAT SERVES ONLY THE BEST

Serving the fastener needs of the hardware trade has been National's business for more than 60 years. Through those years, National has built a reputation for the most complete line of uniform, dependable, high-quality fasteners made for the hardware field.

Packaged in snappy, red and black cartons with color-coded identification labels, the National line is easy to stock, easy to handle... and wears well in handling because dirt and fingerprints don't show on these shiny black boxes.

That's why we say "Nat Serves Only the Best"... with uniform quality and uniform packaging for the most complete line made by one manufacturer. Write us today for full information on the National line.

THE NATIONAL SCREW & MFG. COMPANY

Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.
3423 South Garfield Ave., Los Angeles 22, Cal.



FASTENERS



HOVELL CHAINS



CHESTER HOISTS

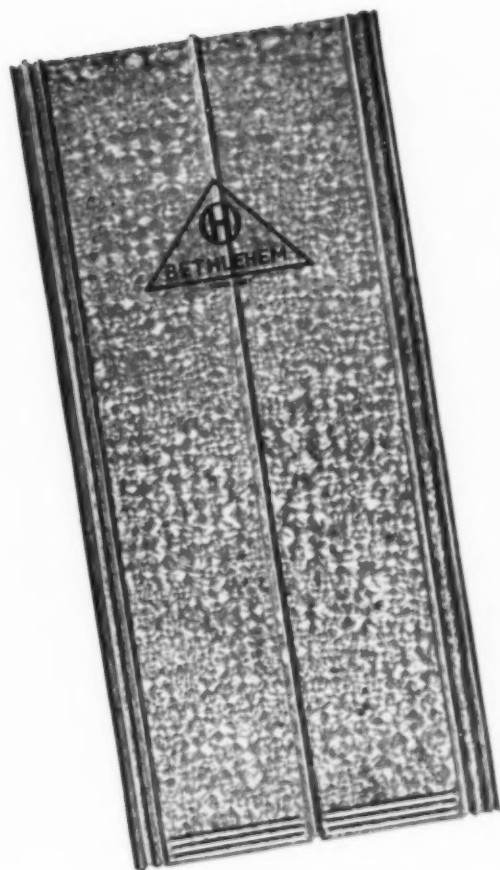


SOUTHERN HARDWARE is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia, U. S. A.

Subscription price in United States and possessions, \$1.00 per year.
Entered as second-class matter at the post office, Dalton, Georgia, under the Act of March 3, 1879.

Volume 122

Number 4



The Low-Cost Roofing is Galvanized Steel



When you compare galvanized steel with other roofing metals on the basis of strength — you will find a substantial difference in cost. Other metals must be used in relatively thick and expensive gages to equal the strength and stiffness of steel in comparatively light gages.

Or, if you compare galvanized steel with other metals in equal weights — you will see that steel is again priced lower.

Stormproof Roofing is made from strong, durable steel, either plain or copper-bearing, and it is coated with Prime Western zinc to give it good corrosion-resistance. It holds snugly to any type of roofing construction and gives excellent protection in all kinds of weather.

Bethlehem Steel Company, Bethlehem, Pa.
On the Pacific Coast Bethlehem products are sold by
Bethlehem Pacific Coast Steel Corporation. Export
Distributor: Bethlehem Steel Export Corporation.



STORMPROOF COVERS THE SOUTH

Pre-proved Advertising

pulls in Extra Business and Profits
for Lowe Brothers Dealers!



For many years, Lowe Brothers' sound application of successful paint merchandising ideas has consistently produced advertising programs of *pre-proved effectiveness*. This approach has paid off in extra sales for merchandising-minded Lowe Brothers Dealers everywhere.

Lowe Brothers Stylist Color System is a typical profit producer. Every color is authority-selected for sales appeal—it's made to personalize your service, simplify selling, increase profits. Just one part of the big Lowe Brothers program!

WANT PROOF of effectiveness? It's yours for the asking! We'll gladly tell you the sales building results secured by dealers who attribute their phenomenal growth to sound advertising and merchandising programs. As further proof, consider the fact that time after time Lowe Brothers has received awards for outstanding advertising pieces and programs—in 1952 alone, six such awards came Lowe Brothers' way!

... But the *greatest* awards are those measured in sales, profits, consumer satisfaction and the repeat business that results from a *combination* of high quality paints and effective advertising. The Lowe Brothers franchise promises both! So, for a consumer-preferred paint line of highest quality—for consistent, *pre-proved* advertising support—get details on a Lowe Brothers agency. Write, wire or call today!

The Lowe Brothers Company • Dayton 2, Ohio

Lowe Brothers PAINTS ★ VARNISHES



Pumps
Water
Like...
Magic

Rapidayton

"AXIAL-FLOW" PUMP
(SINGLE OR MULTI-STAGE)

New Rapidayton "Axial-Flow" Pumps are real wonder-workers. They do a better job whether water supply needs are normal or exceptional. They'll deliver up to 3270 gallons of water *per hour*—develop more pressure—do up to 20% more work with the same horsepower.

"Axial-Flow" makes the big difference, and it's the first major improvement in centrifugal pumps of this class in 50 years. Water flows smoothly through scientifically designed impellers and diffusers. Impellers are dynamically balanced—pump cases and diffusers are "precision-formed" instead of cast to reduce friction. "Sustained performance" is built into each pump because all internal parts are made of

brass and stainless steel and cannot corrode. This means peak performance year after year.

The new Rapidayton "Axial-Flow" is available with 1, 2 or 3 stages and one or two-pipe jet assemblies for deep wells and with 2 or 3 stages for shallow wells. Deep well models available from $\frac{1}{2}$ to 2 H.P., shallow well from $\frac{1}{2}$ to 2 H.P. The more stages in a pump—the more work it will do. New features include cartridge-type seals that can be replaced in minutes, and an adaptable flange that speeds connection of pump to well pipes.

You'll get the complete details on the wonder-working "Axial-Flow" Pump by sending in the coupon below.

Rapidayton

**THE DAYTON PUMP &
MANUFACTURING COMPANY**

Dayton 1, Ohio

THE DAYTON PUMP & MANUFACTURING COMPANY, Dayton 1, Ohio

SH-453

Please send me the items checked below:

- ☐ "New Way to Work Wonders"—General information on the new Rapidayton "Axial-Flow" Pumps.
☐ Catalog-Bulletin—Complete specifications and prices on "Axial-Flow" Pumps.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Flite-Master

Sandbox

DX 36

36" x 36"

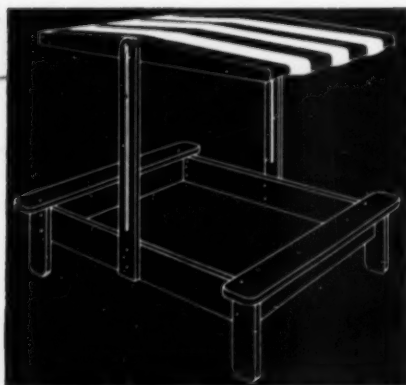
DX 48

36" x 48"

DX 60

36" x 60"

OVERALL DIMENSIONS



The Sandbox comes in three sizes and is constructed of selected woods, and has a bottom of ARMCO steel. It is finished in bright yellow and green outdoor enamel, with a vari-colored awning top. All bolts and screws are zinc plated.

Flite-Master

Slide Unit

S-8

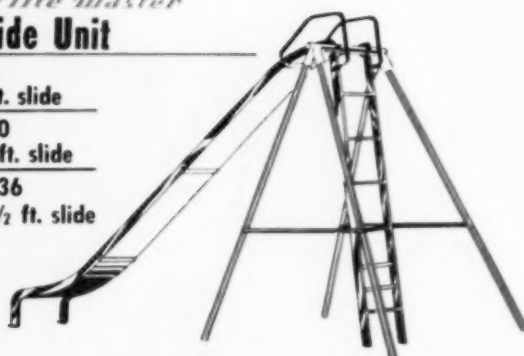
8 ft. slide

S-10

10 ft. slide

S-136

13½ ft. slide



The longest, sturdiest and the only all-welded steel slide on the market; features a slide bed of ARMCO ZINCGRIP, framework and ladder of heavy steel. Available in three sizes—8 ft., 10 ft., and 13½ ft. lengths.

Flite-Master

FD 51-SRNT-2

SUPER DELUXE



Illustrated is the "Flite-Master Super Deluxe," the only complete play unit of its kind on the market. Flite-Master comes in many models with various combinations of play activities. Buy Flite-Master, America's No. 1 Gym.

Flite-Master

3601-R1

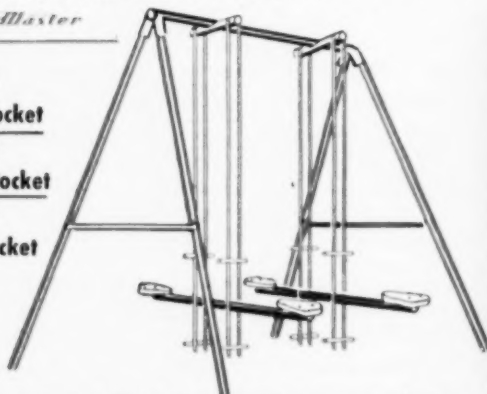
Single Rocket

3602-R2

Double Rocket

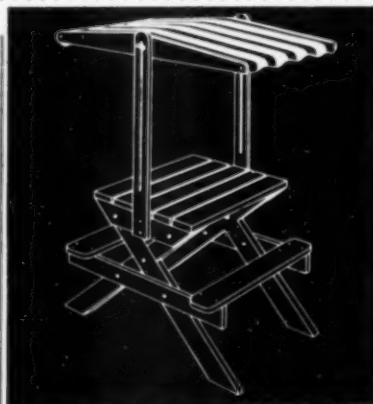
3603-R3

Triple Rocket



Flite-Master Rocket Glider Sets have the same sturdy frame, with welded sleeve and welded top cross bar, as the Flite-Master Rocket Gyms. They are designed in single, double, and triple units.

Sold through Wholesalers Exclusively



Flite-Master

Playtime

Table

7436

WIDTH—40 in.
SEAT LENGTH—
36 in.
HEIGHT OF
TABLE—26 in.
OVERALL HEIGHT
OF CANOPY—
58 in.

Another Flite-Master sensation—the Playtime outdoor table. A beautiful, usable decoration for the yard. Sturdy Flite-Master construction—striking yellow and green outdoor enamel—with an adjustable vari-colored canopy.

Write for Free Colorful Catalogue

CONSOLIDATED METAL PRODUCTS COMPANY
424 E. PEARL STREET CINCINNATI 2, OHIO



Lazy Boy TRIMMER MOWERS WITH LEAF PULVERIZERS AT NO EXTRA COST

INVESTIGATE — FOR PROFIT'S SAKE!

LEAF PULVERIZERS AT NO EXTRA COST on our four top models are just one of the extra-value features that make Lazy Boy trimmer-type rotary power mowers easy to sell and sure to satisfy. And every sale means substantial profits to you . . . not "paper profits" that are later lost through service expense, but the solid profits that come from merchandise you can guarantee all the way. Our top-notch distribution set-up is extra assurance of reliable delivery and satisfactory dealing when you stock Lazy Boy mowers.

ENGINEERED FOR TOP PERFORMANCE

- ▷ 5-TIMES STRONGER permanent mold aluminum castings, extra tough but light in weight, safety designed on all four sides.
- ▷ BRIGGS & STRATTON or CLINTON engines with high power ratings.
- ▷ SCIENTIFICALLY BALANCED and with ball-bearing wheels for easier handling.
- ▷ EASILY ADJUSTABLE both for cutting height and for operator's comfort.



Investigate for Profit's Sake!
WRITE TODAY TO DEPT. SH

FARM & RANCH, INC.

3907 BROADWAY

SOUTHERN HARDWARE for APRIL, 1953



THESE FOUR
MODELS HAVE
LEAF
PULVERIZERS
INCLUDED

OUR BIG FOUR

- A** MODEL SP501-3—20" self-propelled with 2½ H.P. 4 cycle engine, leaf pulverizer included.
- B** MODEL B400-3—20" belt drive model with 2 H.P. 4 cycle engine, leaf pulverizer.
- C** MODEL B200-3—18" belt drive model with 1½ H.P. 4 cycle engine, leaf pulverizer.
- D** MODEL VS701-3—20" direct drive model with 2 H.P. 4 cycle engine, leaf pulverizer.

LIGHTWEIGHT MOWERS

- E** MODEL VS301-3—18" direct drive 4 cycle engine. List price \$94.50 f.o.b. Kansas City, Mo.
- F** MODEL E600-3—16" electric; DELCO or WESTINGHOUSE motor. List price \$49.50 f.o.b. Kansas City, Mo.

SOLD ONLY
THROUGH HARDWARE
WHOLESALE

KANSAS CITY, MISSOURI

THIS BONUS SERVICE MAKES SALES CLIMB— EVERY TIME

The advertisement features a central photograph of two men in a grocery store. One man, dressed in a light-colored suit jacket, is actively operating a large, vintage-style ice cream machine. The machine has a prominent label that reads "NATIONAL". He is using a long-handled scoop to serve ice cream from the machine's chute into a small cup or container. Standing beside him is another man, wearing a dark overcoat and a fedora-style hat, who appears to be a customer observing the process. The background of the photo shows typical grocery store shelving filled with various household items, including boxes of "WAX" and "SOAP". Above the photograph, a bold headline states: "THIS BONUS SERVICE MAKES SALES CLIMB— EVERY TIME". In the bottom left corner, there is a circular logo featuring a stylized illustration of a smiling woman's face.



The greatest paint sales promoter of our time... the "added extra." A Red Devil Paint Conditioner—essential for blending and selling "store-mixed" colors—also allows you to sell *more* than just a can of paint. You offer your customers *factory fresh paint* at no extra charge. And conditioned paint is ready for immediate use—no stirring required. When he's told, he's sure to be sold... and satisfied. The live-action of this patented conditioner as it puts pigment back to work is a regular traffic-stopper, so feature related Red Devil items near it and watch your paint department grow!

7960

Irvington 11, New Jersey, U.S.A.



Display this handsome two-color decal on door, window, or glass counter top. It's nationally advertised—nationally recognized as the sign of fresh, conditioned paint. Red Devil conditioning date-stickers are also available to promote the extra service you give.



Red Devil's exclusive patented eccentric-action develops 700 vigorous shakes a minute to break up lazy pigment and wall sediment throughout all parts of the can in less than 2 minutes. Automatic timer switches off current at any predetermined period. Cans of like size are changed easily and a half-pint can be replaced with a gallon can in 10 seconds.



Red Devil No. 31
Portable Electric
Paint Mixer—An item
that sells easily. In
demand by painting
contractors, decora-
tors and builders.



Counter-High Pedestal Base permits featuring paint conditioning at customers' eye level. Permanent type or portable type. Counter base with spring suspension.



GLASS CUTTERS



PUTTY KNIVES & WALL SCRAPERS



WOOD SCRAPERS



GLAZIERS' TOOLS



PAINT MACHINES



FLOOR SANDERS



FLOOR POLISHERS



OTHER PRODUCTS



OTHER PRODUCTS



Red Devil Tools.

IRVINGTON, N. J., U. S. A.

Red Devil Tools and Machines are made right, packaged right, priced right, and backed by consistent national advertising. *You're* right when you stock and display Red Devil.





AS LONG AS THERE'S WEATHER
YOUR CUSTOMERS WILL *Demand*

NATIONAL METAL PRODUCTS

FAMOUS LINE OF HOME COMFORT SPECIALTIES
THAT SELL BECAUSE THEY SERVE

IN THE *Profit Spotlight*

National's Fast Moving
Packaged

WEATHER STRIP

For DOORS • For WINDOWS

These are the sets that have made weatherstrip installation a lazy husband's job. Package contains heavy, "post-war" bronze stripping cut to the required length, nails or screws and simple instructions for installing.

Packed in two standard door sizes and four standard windows. Display them anywhere and let the package do the selling. No cutting, rolling or wrapping. Just drop in a bag and ring up the sale.



Price lists and literature by return mail at your request.

**NATIONAL METAL
PRODUCTS COMPANY**

MANUFACTURERS OF

- Stampings
- Metal Frame Screens
- Special Rolled Mouldings
- Zinc and Bronze Weatherstripping
- Bronze and Aluminum Thresholds
- Window Guard Units for Mobile Machine Shop
- Aluminum Awnings
- Zinc Products
- Quonset Hut Window Units
- Industrial Polishing

NATIONAL METAL PRODUCTS CO. • • • • PITTSBURGH 33, PA.

OCEAN CITY-MONTAGUE DEALER NEWS

Ocean City Manufacturing Co.
"A" and Somerset Sts.
Philadelphia 34, Pa.

Montague Rod & Reel Co.
Montague City, Mass.



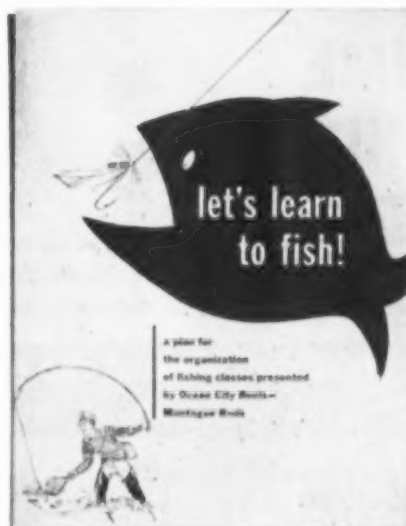
Nationwide College and "Y" Program Promotes Your Ocean City-Montague Sales!

Ocean City-Montague's latest efforts to help dealers move more tackle concerns 196 Y's in every state in the union.

We've contacted them with letters and broadsides explaining how we'd bend over backwards to help them organize and conduct fishing courses for all age groups—and we'd supply the tackle free.

112 interested answers so far, and we're up to our ears establishing courses as fast as we can. Colleges and universities are on the list, too, we might add. Many of the higher learning institutions offer fishing in their Physical Education programs. We've been in touch with 25 colleges at this date, and response is as enthusiastic as with the Y's.

All of this activity adds up to a lot of people who will be getting their first fishing experience with Ocean City-Montague equipment. That's good will



building in anybody's language—and profit-building for the dealer who lets his customers know HE's got OCEAN CITY REELS and MONTAGUE RODS!

But (just in case) this top-notch public relations activity doesn't impress you and make you decide to double your Ocean City-Montague stock, let us remind you of this awe-inspiring advertising schedule for both our reels and rods: LIFE, FARM JOURNAL, PATHFINDER, FIELD AND STREAM, SPORTS AFIELD, OUTDOOR LIFE, TRUE, and a long list of regional publications.

How about that?

We're **SOLD** on our **SAVAGE**

**YOU'LL
HEAR
IT
TIME
AND
AGAIN!**



Yes, when you carry the Savage line of power mowers, you'll hear their praises sung time and again. Your profits will grow, too, as one satisfied customer tells another.

Here are some of the things people like so much about Savage mowers:

HIGH QUALITY FEATURES

Savage YARD CHIEF* and Savage POWER CHIEF*: Completely safe, longer-lasting protected chain drive; tougher, sharper "Sta-Temp" blades; sealed Timken bearings; "back-saving" fingertip controls; special, "no-clog" grass guards; shock-absorbing handle that adjusts to anybody's height and permits upright storage in small space; simple, positive adjustment of cutting height; heavy-duty tires; dependable Briggs & Stratton 4-cycle engine; extra-rugged chassis and engine deck.

GUNSMITH CRAFTSMANSHIP

Your customers have complete confidence in the Savage name. They know Savage puts the same engineering skill and craftsmanship into their mowers that have made Savage firearms world-famous for almost 100 years.

STRONG MAGAZINE ADVERTISING

Strong national advertising *pre-sells* Savage mowers — *this Spring* — in this multi-million-circulation schedule:

The Saturday Evening Post, Better Homes and Gardens, House Beautiful, House & Garden, Sunset, Popular Mechanics, Mechanix Illustrated, Popular Science, Country Gentleman, Farm Journal, Home Garden Guide, Flower Grower and Popular Gardening. Your customers like what they see in their favorite magazines!

WONDERFUL SERVICE RECORD

Savage mowers require a minimum of service. Our records prove it! Unsolicited letters from lawn mower repair men (the men who know!) come to us regularly, telling how well our mowers stand up. That means your customers are sure to be satisfied!

GET '53 CATALOG AND GET STARTED SELLING!

Today — ask our nearest wholesale distributor for the colorful, illustrated, 8-page catalog giving detailed specifications of the complete line of Savage power and hand mowers for 1953. You'll want to carry these fast-selling, profitable Savage mowers!

THE SAVAGE ROTOR CHIEF*

MODEL 81, 20" CUTTING WIDTH

Housing specially designed so as not to restrict the flow of air from front to back. This greatly increases the machine's efficiency in sucking matted grass upward, cutting it and expelling the finely mulched cuttings. Powerful Briggs & Stratton 1.6 h.p. engine. Safety-slip clutch and v-belt drive save blade and motor from shock and strain. Wheel and rotor bearings permanently lubricated. Shock-absorbing, adjustable handle. Cuts wider than own tread for trimming close to walls, walks, etc.

THE SAVAGE COMPLETE LINE

4 POWER MOWERS

- 21" Savage YARD CHIEF*, Model 90 (reel type)
- 18" Savage POWER CHIEF*, Model 75 (reel type)
- 20" Savage ROTOR CHIEF*, Model 81 (rotary; pictured here)
- 18" Savage DYNA CHIEF, Electric, Model 70 (reel type)

4 HAND MOWERS

- 16" Savage SUPERCHIEF*, Model 60 (also 18")
- 16" Savage LAWNCHIEF*, Model 55 (also 18")
- 16" Savage ONEIDA, Model 45
- 16" Savage PAWNEE*, Model 35 (also 14")

*Reg. U.S. Pat. Off.

Models 90 and 75 available with retrievable starter at slight additional cost.

SAVAGE ARMS CORPORATION • LAWN MOWER DIVISION, CHICOPEE FALLS, MASS., U.S.A.

Why Manicurists Hate the *DeLuxe* Mop Wringer Pail



...or "you can't please everybody,
so we'll go on trying
to satisfy you"

ONCE UPON A TIME an inventor devised a mop wringer pail that dry-wrung a mop with the touch of a toe.

It had no springs or mechanisms to get out of order. It wouldn't tip, and allowed plenty of room for the mop. Its simple one-foot operation kept housewives' hands out of dirty mop water.

Then Mr. Inventor took his masterpiece to a leading metalware manufacturer. That's us. We made it light enough for a housewife—and strong enough for a janitor. (All parts are hot-dipped galvanized.) And we gave it hard maple rollers capped with steel ferrules.

Then we advertised it nationally. It won the Good Housekeeping Seal of Approval... and the acclaim of dealers and their customers everywhere.

All except manicurists. We're sorry, for their sake, that De Luxe Mop Wringer Pails are so kind to fingernails.

MORAL: Save your customers' manicures and build volume. Order De Luxe Mop Wringer Pails from your jobber today!

SCHLUETER MFG. CO.
ST. LOUIS 7, MO.



the most spectacular
PROFIT-MAKING COMBINATION



Super Kem-Tone®

The deluxe, latex-base wall paint that's super washable and super durable. It's ready to use and easy to apply. \$5.19 a gallon retail, fair-traded to insure your profit.

**order now — FROM ANY OF THESE SEVEN
LEADING PAINT COMPANIES OR YOUR KEM-PRODUCTS JOBBER:**

Acme Quality Paints, Inc.
Detroit

W. W. Lawrence & Co.
Pittsburgh

The Lowe Brothers Co.
Dayton

John Lucas & Co., Inc.
Philadelphia

The Martin-Senour Co.
Chicago

Rogers Paint Products, Inc.
Detroit

The Sherwin-Williams Co.
Cleveland

IN PAINT RETAILING!



KEM-GLO[®] The miracle alkyd enamel that gives walls and woodwork a finish that looks and washes like baked enamel. \$2.49 a quart retail, fair-traded to insure your profit.

Kem-Tone[®] The resin emulsion wall paint. It's America's top value in thrifty home beauty . . . consumer's cost \$2.73 a gallon when mixed, ready to apply. \$4.10 a gallon retail, paste form. Fair-traded.





Stock No. 1566 RL. Complete range of sizes from $\frac{3}{8}$ " to 1".
Weight per set 2 lbs. Individually boxed.

Perfectly Balanced and Precision Built

BARCALO MANUFACTURING COMPANY, BUFFALO 4, N. Y.

"Where's my wrench?"
has been asked at least a million
and one times. Who's got the
wrenches? . . . Barcalo! And
they're available in handy
Leatherette Rolls that are easy
to find and use.

Barcalo Open End Wrenches
are Chrome Plated with highly
polished ends and smooth
finish sides. Each piece is drop-
forged from special analysis
tool steel and scientifically heat
treated for extra durability.
Order these fast selling sets
from your Barcalo jobber.



They're Guaranteed

NATIONAL LOCK

Brings you 3 big lines

NATIONAL LOCK set

High-quality, moderately-priced locksets for every door. Fine selection of finishes and split finishes. One piece brass knobs and escutcheons . . . steel lock mechanism. Easily installed. Only part of extensive line shown at right. America's top lockset value.



Nos. 411 and 411D KEY LOCK



No. 418 KNOB LATCH

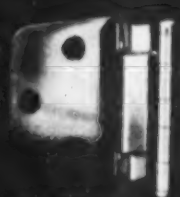
sold through jobbers

cabinet hardware

A broad selection of handsome pulls, hinges, catches, concave knobs. Glistening chrome finishes. Forged brass and die-cast items. All envelope packaged for instant identification and easy handling. Only a few typical units shown. Write for catalog.



N61-336 FRICTION CATCH



N58-598E HINGE



A63X3016N
CONCAVE KNOB

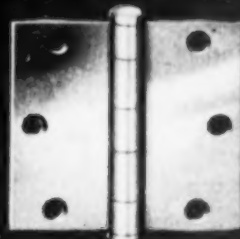


N61-200 PULL

sold through jobbers

builders hardware

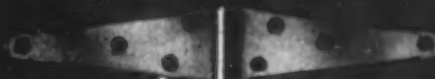
Butts, strap and "T" hinges, sash lifts, sash locks, barrel bolts, continuous hinges, butterfly hinges, angle irons, hasps . . . everything you could possibly require in fine builders hardware. National Lock has it. Ask for catalog of National Lock hardware.



A65-025 BUTT



A65-124 "T" HINGE



A65-114 STRAP HINGE

Plus a host of other profitable, fast-selling items

National Tutch Latch
Sash Adjusters
Ball Bearing Casters

Period Furniture Trim
Cabinet Locks
Packaged Wood Screws

Mending Plates
Label Holders
All Kinds of Bolts



distinctive hardware . . . all from 1 source
NATIONAL LOCK COMPANY

Rockford, Illinois • Merchant Sales Division

it's a **BETTER SALE.**

When you sell Wickwire Hardware Products you make a mutually better sale because Wickwire's unvarying high quality assures lasting customer satisfaction and continued customer good will.

With Wickwire Hardware Products you have good-will builders working overtime for you—fast-selling items that you can count on to give your customers long-lasting reliable service. Cash in on the profitable repeat business Wickwire Hardware Products can bring to your store. Write or call your jobber and order a supply today.



AMERICAN GOLD STRAND INSECT WIRE SCREENING

Easy to handle and install... hard to wear out... attractive long-lasting screening—Galvanoid, Bronze or Aluminum—that meets every customer requirement. Manufactured in standard widths. Other widths, meshes and grades can be furnished to fit special requirements. Packaged in strong convenient cartons.



CLINTON STANDARD HARDWARE CLOTH

Sold Under Brand Name of
CALWICO on the Pacific Coast

A year-round, steady selling item of a thousand and one uses.

Heavily galvanized after weaving for longer lasting, resistance to rust. Offered in all standard widths and meshes; unrolls flat for easy handling. Supplied in steel-banded rolls of 100 feet. Lends itself to attractive eye-catching display. Made in accordance with U. S. Dept. of Commerce Standard CS 132-46.



CLINTON HEX MESH NETTINGS

Made with extra strong selvage, it hangs well and is easy to handle. Has a wide range of usefulness for poultry and fur farm enclosures, crab traps, stucco reinforcement, baseball and tennis court enclosures. Supplied in all standard widths, meshes and wire sizes. Manufactured in accordance with U. S. Dept. of Commerce, Commercial Standard CS 133-46.

with WICKWIRE

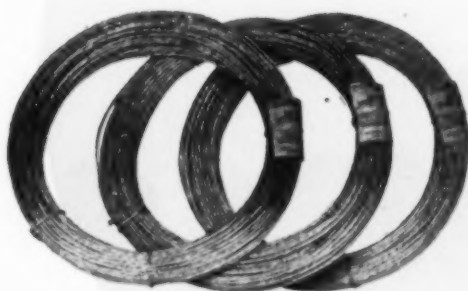
PERFECTION DOOR SPRINGS

Unequaled for toughness, durability and resistance to rust. Made of selected wire, available in black japanned and galvanized finishes. Packaged in clearly labeled boxes of one dozen including hooks or eyes for installation. Looped or coned hooked ends.



QUICK HITCH GATE SPRINGS

A rugged spring for heavy doors and gates. Made of oil-tempered wire. Quickly applied, easily operated.



WISSCO FLEXIBLE WIRE CLOTHES LINE

Long-wearing, strong, flexible, rust-resistant. Smooth, lustrous surface. Coils of 50', 100' or connected lengths. Manufactured in three grades: 4 strand twisted, 6 strand twisted, and regular hollow cable.



WISSCO TV GUY WIRE

Flexible and easy to handle, this rugged, dependable twisted wire strand makes a permanently taut guy wire for TV antennas; lends itself to quick and convenient installation. Wisco's quality galvanizing assures long-lasting resistance to the corrosive effects of the weather.

THE COLORADO FUEL AND IRON CORPORATION • Denver, Colorado
THE CALIFORNIA WIRE CLOTH CORPORATION • Oakland, California
WICKWIRE SPENCER STEEL DIVISION • Atlanta • Boston • Buffalo
Chicago • Detroit • New York • Philadelphia

WICKWIRE

HARDWARE PRODUCTS

PRODUCT OF WICKWIRE SPENCER STEEL DIVISION
THE COLORADO FUEL AND IRON CORPORATION



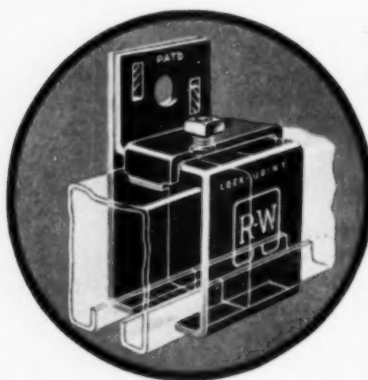


EASY DOES IT!

Richards-Wilcox Ball Bearing Hangers and Lock Joint Trolley Track

Any door that slides, slides easier and smoother with Richards-Wilcox door hardware. It's designed for safe, silent operation of sliding doors in barns, industrial and commercial doors and interior vanishing doors in homes.

When customers want the finest, it pays to recommend the finest . . . Richards-Wilcox. R-W door hardware is a winner all along the line. It builds profits—and good will—for your business.



For complete information on the complete R-W line write to:

1880



1953

SLIDING DOOR HANGERS & TRACK • FIRE
DOORS & FIXTURES • GARAGE DOORS & EQUIP-
MENT • INDUSTRIAL CONVEYORS & CRANES
• SCHOOL WARDROBES & PARTITIONS •
ELEVATOR DOOR OPERATING EQUIPMENT

Richards-Wilcox Mfg. Co.

"A HANGER FOR ANY DOOR THAT SLIDES"

336 THIRD STREET, AURORA, ILLINOIS

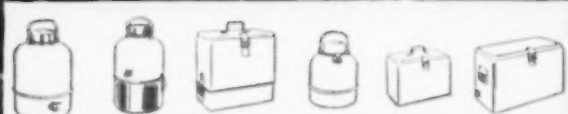
America's moving out of doors . . .

get ready NOW for ACTION!

**LITTLE
BROWN
JUGS
AND CHESTS**

**New Designs • New Features
Nationally Advertised**

Sizes to meet every demand. Lustrous metallic finished exterior. Jugs have white porcelain enamel-on-steel, acid-resistant interiors and patented "Tempseal" stoppers. Chests have new, 2-piece streamlined construction with rustproof, watertight liners. Order from your jobber *today!*

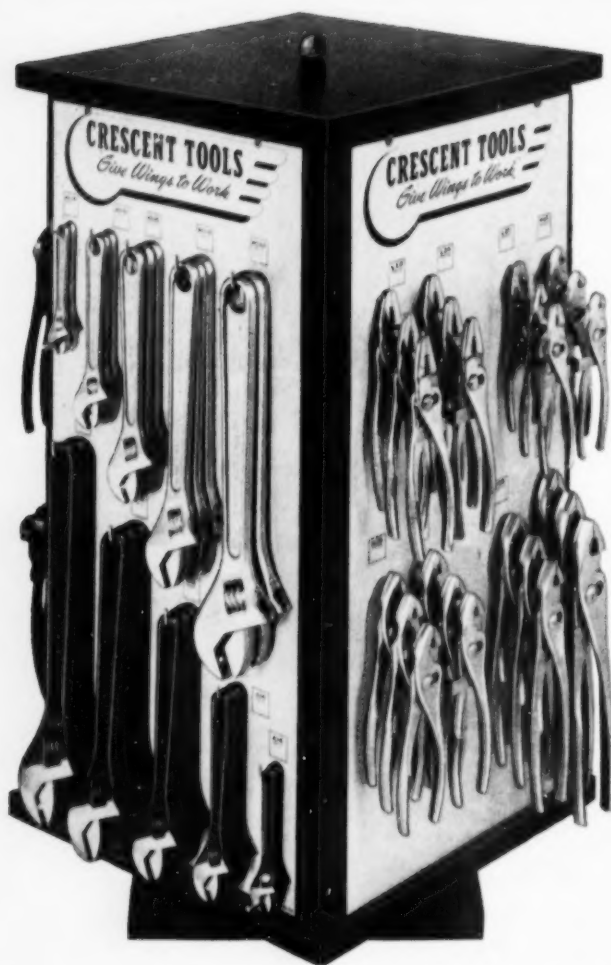


HEMP and COMPANY inc.

1953 E. MURRAY STREET

MACOMB, ILLINOIS

A SQUARE FOOT OF PROFIT



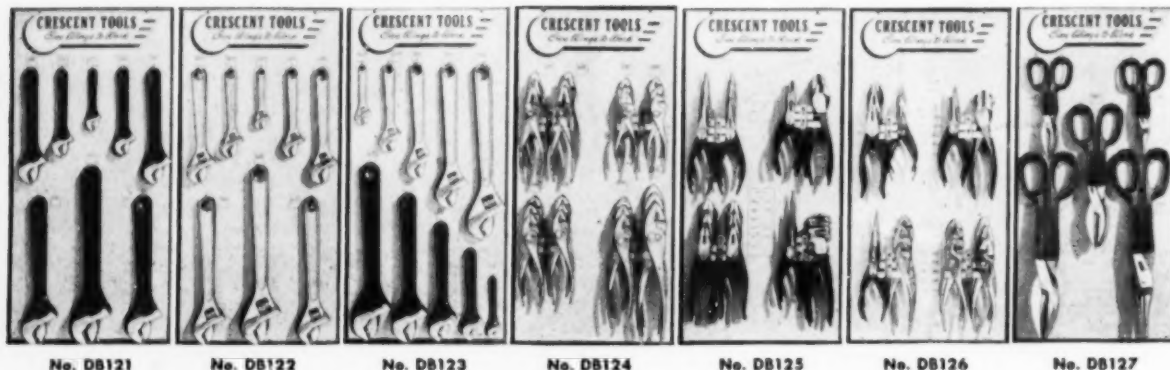
... that's all the space required for this new Crescent Selling Display

● Designed to stimulate impulse buying at the point of sale ... and 48% of all hardware sales can be classified as "impulse buying" according to the latest authoritative hardware survey.

This colorful, yellow and maroon revolving unit really invites attention ... then Crescent Tool Quality, Finish and Design do the rest.

Built to accommodate any four of the seven panels illustrated below, yet the base measures only 12" square. This means intensified selling in a minimum of space.

Order from your jobber today. Each panel billed at the cost of the tools only. Fixture to hold four 12x24 inch panels \$5.00.



CRESCENT TOOLS
Five Wings to Work

CRESCENT TOOL CO., JAMESTOWN, N. Y.

Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere

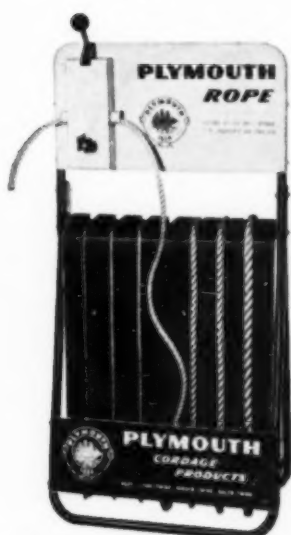
R_{for} Rope Sales

Plymouth sales aids to
put more Get-Up-and-Go
in your rope business.

ONLY PLYMOUTH

GIVES YOUR ROPE SALES

THIS PERMANENT PEP

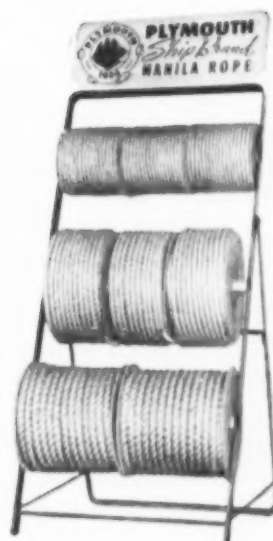
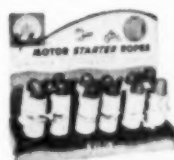


The SalesMaker . . . Displays, measures, and cuts rope in any six sizes up to 1" diameter. Designed for retailer whose volume justifies inventory in full or half coils. Rope may be fed from basement, overhead, shelves, or floor. Nearly 4,000 retailers testify to increased rope sales of 25 to 100% with this unit. Cost: \$17.50 net. (Counter model: \$12.50 net.)

New Nylon Motor Starter Rope . . . This replacement starter rope is just what owners of air-cooled gasoline motors have needed for years. It's handy, smart-looking and comes in a counter display unit that makes it sell on sight. At the suggested retail price of 49¢, it's making quick profits for hardware dealers from coast to coast.



The HandyPak . . . Contains 13 attractively packaged individual coils, in 50' and 100' lengths. Provides initial stock for the retailer who has a steady but small demand and wants to build volume in "impulse-buying" merchandise. Designed to fill the universal demand for rope for household needs. Replacement coils available. Prices from your jobber.



The SalesRak . . . Complete with display and dispensing rack as shown. Complete unit contains 16 spools (6 x 1/4", 6 x 3/8", 4 x 1/2"). The 1/4" and 3/8" sizes are connected in units of 3 x 100' spools. The 1/2" size is connected in units of 2 x 100' spools. Rack holds 3 x 1/4", 3 x 3/8", and 2 x 1/2" spools at one time. See your jobber for prices.

Carton-Packed Coil Rope . . . Used with or without the SalesMaker, this carton increases sales of rope. Its attractive container serves both as a sales inducement and protection for the rope. Available in half and full coils up to 3/8" diameter, and in half coils only in 7/16" and 1/2".



If you sell Harvest Twines, Plymouth "Red Top" and "Green Top" Binder Twines and Plymouth Baler Twine are first in their fields.

For peppy turnover and healthy profits, give your rope sales a shot in the arm that lasts. These Plymouth sales aids, used separately or in combination, provide the remedy for lagging rope sales.

PLYMOUTH CORDAGE COMPANY, PLYMOUTH, MASSACHUSETTS

America's Fastest Selling Dehumidifier

NOW

with De-Mothing Action!

EASY-AID[®] de-moist[®] 'n de-moth[™]

* New VU-MATIC

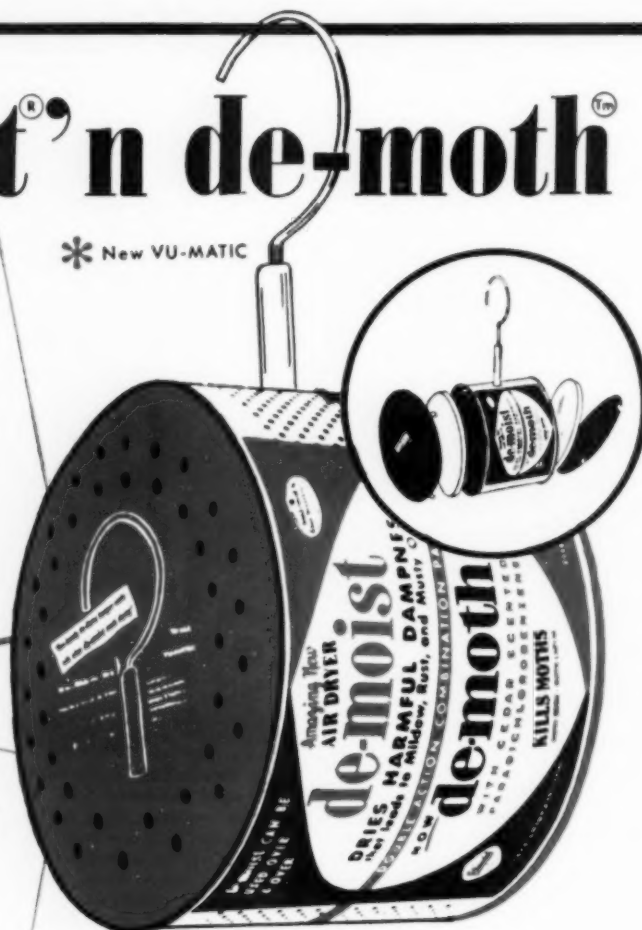
CHECKS DAMAGE FROM DAMPNES

Guards against mildew, rust and musty odors. Absorbs 100% of its weight in moisture, yet does not drip.

* New VU-MATIC automatically shows when unit is reaching saturation. Then simply dry in oven and re-use.

CHECKS DAMAGE FROM MOTHS

Each unit is equipped with 14 ounces (2-7 oz. discs) of 100% paradichlorobenzene, adequate to kill moths, moth eggs and moth larvae the entire season. Handy para refills available.



Twin-Action combination package assures complete closet protection for 85¢ per season.

ITEM	PACK	WEIGHT	LIST	LIST EACH†
DD	½ doz.	15 lbs.	\$15.54	\$2.59*
DDR	1 doz.	13 lbs.	10.20	.85 (pr.)

*Complete with Vu-Matic and 2 para discs.
†Fair Trade — price protected.

ORDER
FROM
YOUR
WHOLESALE
TODAY!



G. N. COUGHLAN CO., West Orange, N. J.

Manufacturers of EASY-AID Products: Chimney Sweep,
Process 33, Easy-Aid Oven Cleaner, Easy-Aid Silver Clean.



There's no substitute for Opal!

It's America's most popular insect wire screening! Better looking,
longer lasting, easier to install with exclusive Multi-Strand edge and precision-made, uniform mesh.

For a real money making trio, stock galvanized Opal with those other
two favorites . . . Aldura Aluminum and Liberty Bronze.



AMES

STEEL GOODS FORKS • HOES • RAKES

*Expertly Engineered
Distinctive in Design
Ames and Ram Quality
Unusual Values*



FORKS

Heads of all forks are rolled or forged from high carbon bar steel. Spading Forks are forged from dies insuring uniformity in width, spacing and thickness of tines. Tempered. Ames Brand polished and equipped with Armor D Handle. Ames Ram Brand Tumbled and equipped with Steel D Handle.

HOES

Heads are forged from high carbon steel. Carefully rolled to correct thickness. Set and balance conform to consumer requirements. Fully edged.

RAKES

Round Bow and Level Head forged from bar steel. Teeth are all the same length.

Ames Brand equipped with Ames Laminated Handles. Revolutionary construction eliminates possibility of cross grain. No extra cost.

Ames Ram Brand equipped with ash handles.

Fitting companions for the famous line of Ames Shovels. Each tool beautifully finished.

Ask Your Jobber

O. AMES CO.

PARKERSBURG, W. VA. • NORTH EASTON, MASS.

SHOVELS
SPADES
SCOOPS
FORKS
HOES
RAKES

**KEEP PAINT SALES
ALL YEAR LONG!**




FLATLUX WALL PAINT -

**can increase your
paint sales and
profits the very
first month! Find
out how!**

WASHABLE • ONE-COAT

FLATLUX WALL PAINT

**THE SURE-FIRE MONEY-
MAKER THAT'S ALL YOURS WITH
A  PROTECTED TERRITORY
FRANCHISE**

There are no "ifs, ands or buts" about Flatlux Wall Paint. Used and approved by millions, it gives sales and profits a big boost right from the start. Backed by a proved selling plan plus consistent all-level advertising and promotion, one-coat Flatlux goes to work instantly to produce more sales . . . more money for you. Decide today on Flatlux Wall Paint.

*send in this
coupon
Today!*

THE PATTERSON-SARGENT COMPANY
1325 East 38th Street
Cleveland 14, Ohio

SH

I'd be interested in proof of how Flatlux can increase sales the very first month.

NAME _____

ADDRESS _____

CITY _____

STATE _____



THE PATTERSON-SARGENT CO.



The TOOL Line with

Customers BUY when they SEE what they need in your store — remind them and you SELL them! NONE BETTER raises this proven merchandising principle to an all-time high with the greatest, most compelling assortment of sales-making ideas and Tool Displays ever put behind a great Tool Line. An unbeatable array of SALES TOOLS that make TOOL SALES easy and profitable for you! First, your customers SEE the handsome design and rugged construction of these famous Tools. They FEEL the comfortable grips

TOOL SETS



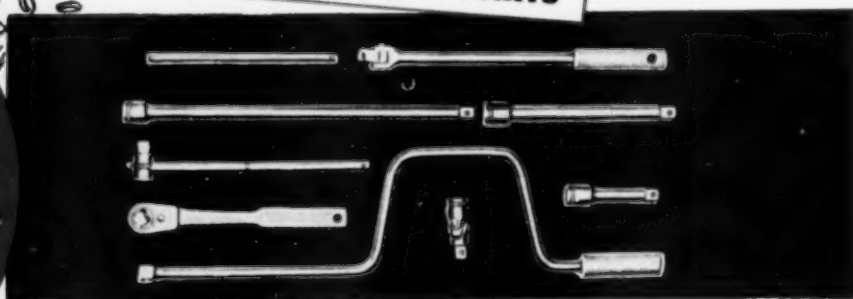
One of the many NONE BETTER Alloy Steel Sets. 34 pieces. $\frac{1}{2}$ " and $\frac{1}{4}$ " square drive. For hex nuts, 12 pt. Sockets from $\frac{7}{16}$ " to $1\frac{1}{4}$ " — 6 pt. Sockets from $\frac{1}{4}$ " to $\frac{7}{16}$ ". For square nuts, 8 pt. Sockets in $\frac{1}{4}$ " drive, $\frac{5}{16}$ " and $\frac{3}{8}$ " openings. Selection of most useful Drive Parts in each size. All in sturdy metal box.

TOOL SETS



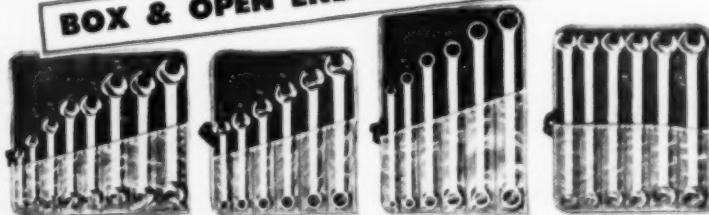
Another popular 23 piece Alloy Steel Set in $\frac{1}{2}$ " square drive. Precision broached 12 pt. Sockets for nuts ranging from $\frac{7}{16}$ " to $1\frac{1}{4}$ ". Drive Parts include Reversible Ratchet, 18" Flex Handle, 19" Speeder, Socket Extensions, Slide Tee Handle and Cross Bar. All in sturdy metal box.

SOCKET DRIVE PARTS



Available in $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{3}{4}$ " drives, NONE BETTER Drive Parts provide sturdy, compact strength and hand-hugging grips without useless weight or bulk. Specially popular for saving time and energy are the Reversible Ratchets, Flex Handles, Speeders and Universal Joints. All Drive Parts with the NONE BETTER "Keyless Locking" feature and Triple Plate, Chrome finish for long, rust-free life.

BOX & OPEN END WRENCHES & SETS



Engineer's Set in Leatherette Roll. Openings from $\frac{1}{4}$ " to 1".

Combination Set. Openings from $\frac{7}{16}$ " to $\frac{3}{4}$ ".... Leatherette Roll.

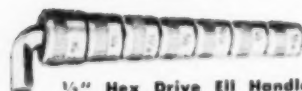
15° Long Box End Set. Openings from $\frac{3}{8}$ " to 1". Leatherette Roll.

Tappet Set in Leatherette Roll. Openings from $\frac{7}{16}$ " to $1\frac{1}{16}$ ".

CARBON TOOL SETS



Complete Hex Drive $\frac{1}{2}$ " Ratchet and $\frac{1}{4}$ " Socket Sets in metal container.



$\frac{1}{2}$ " Hex Drive Ell Handle with 7 "strung-on" Sockets for compact storage.



Complete $\frac{1}{2}$ " Hex Drive Ratchet Set with 8 Sockets in metal container.



$\frac{1}{4}$ " Hex Drive Midget Set of 7 Sockets and Ell Handle in metal container.

Merchandising Magic!

and perfect balance . . . and they BUY because you have reminded them and made it easy with inviting displays. NONE BETTER Tools are always sales-active . . . they move fast for the quick turnover that means steady profits for you! That's the magic that does the trick. Let your customers see these great NONE BETTER Tools. They'll sell themselves, and the profit is yours. Just look at this line-up of popular Tools, and ask us about the Displays that do the greatest selling job in Tool history.

SOCKET WRENCHES



6 POINT

Extra wall contact for stubborn hex nuts. $\frac{1}{2}$ " Drive openings $\frac{1}{8}$ " to $\frac{1}{2}$ " in both Extra Deep and regular Sockets. $\frac{1}{4}$ " Drive Midgets, $\frac{3}{16}$ " to $\frac{7}{16}$ ".



8 POINT

For square nuts. $\frac{1}{2}$ " Drive Sockets, openings $\frac{1}{8}$ " to $\frac{1}{2}$ ". $\frac{1}{4}$ " Drive Midget Sockets $\frac{1}{8}$ " to $\frac{1}{2}$ ", specially useful for carburetors and generators.



12 POINT

For hex nuts. $\frac{1}{2}$ " drive, openings $\frac{7}{16}$ " to $1\frac{1}{4}$ ". Extra Deep Sockets $\frac{1}{2}$ " to $1\frac{1}{4}$ ". $\frac{1}{4}$ " Drive, $\frac{5}{16}$ " to $\frac{1}{2}$ ". Extra deep Sockets $\frac{7}{16}$ " to $\frac{1}{2}$ ". Heavy Duty $\frac{1}{2}$ " Drive $\frac{1}{4}$ " to $2\frac{1}{2}$ ".

NONE BETTER Thin Wall Sockets of finest alloy steel, carefully heat treated. Precision broached for perfect fit — "on the nut." Triple plate, chrome finish for long, rust-free life. All with "Keyless Locking" feature.

DISPLAY BOARDS



Set up your own Tool Department with these handsome 1 x 2 ft. Tool Stocking Boards. Shipped complete with Tools and Kit for multi-panel set-ups. Panels FREE of extra cost with purchase of Tools.

NONE BETTER Tools

THE NEW BRITAIN MACHINE CO.
New Britain, Conn.

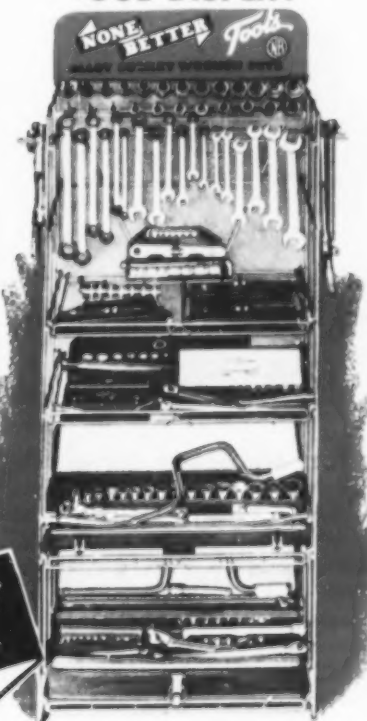
SOUTHERN HARDWARE for APRIL, 1953

WINDOW OR COUNTER DISPLAY STAGE



3 fast-moving NONE BETTER Sets mounted on an eye-catching Display Stage for window or counter. Place it where your customers can see it — it will make sales for you. FREE with the purchase of the 3 NONE BETTER Sets shown.

FLOOR RACK TOOL DISPLAY



This NONE BETTER Floor Display SELLS Tools. Occupies only 2 square feet of floor space to display 10 of the most wanted Sets (5 alloy steel, 5 carbon steel) plus a selection of 90 fast-moving Tools. A virtual Tool Department in itself.

Match this kind of backing...if you can!

The image shows a man in a dark suit and tie, holding a sample of Barrett asphalt shingles. He is standing in front of a backdrop that is a collage of various promotional materials. To his left is a sign that says "MY! AREN'T WE PROUD OF OUR NEW BARRETT ROOF". Below that is a portrait of a smiling woman. To his right is a sign that says "ASPHALT SHINGLES SOLD HERE!". Other materials include a "Double Weather Pro" sign, a "Barrett" logo, and various brochures and samples of shingles.

Barrett offers you the greatest all around promotion program in the Roofing industry!

Barrett provides the hard-hitting support that helps you build greater profits from roofing sales.

Just look at some of the sales aids included in Barrett's promotion program:

- Dramatic window and counter displays in full color.
- Ingenious 3-dimensional slide films which bring the Barrett shingle line right to customers' eyes.
- Newspaper mats and electros for local advertising.
- Impressive personalized business stationery and forms.
- Permanent and portable samples.
- Shingle Buyer's Guides and presentations for show-room and soliciting use.
- Mailing pieces and post-cards to arouse potential customers.
- Outdoor signs for your buildings and for job use.

... these and many more — all working to bring you customers.


And Barrett support does not stop there! National advertisements make homeowners conscious of the value, both in beauty and protection, of a new Barrett roof. They stress the importance of purchasing from recognized Barrett dealers—for application by Barrett Roofers.

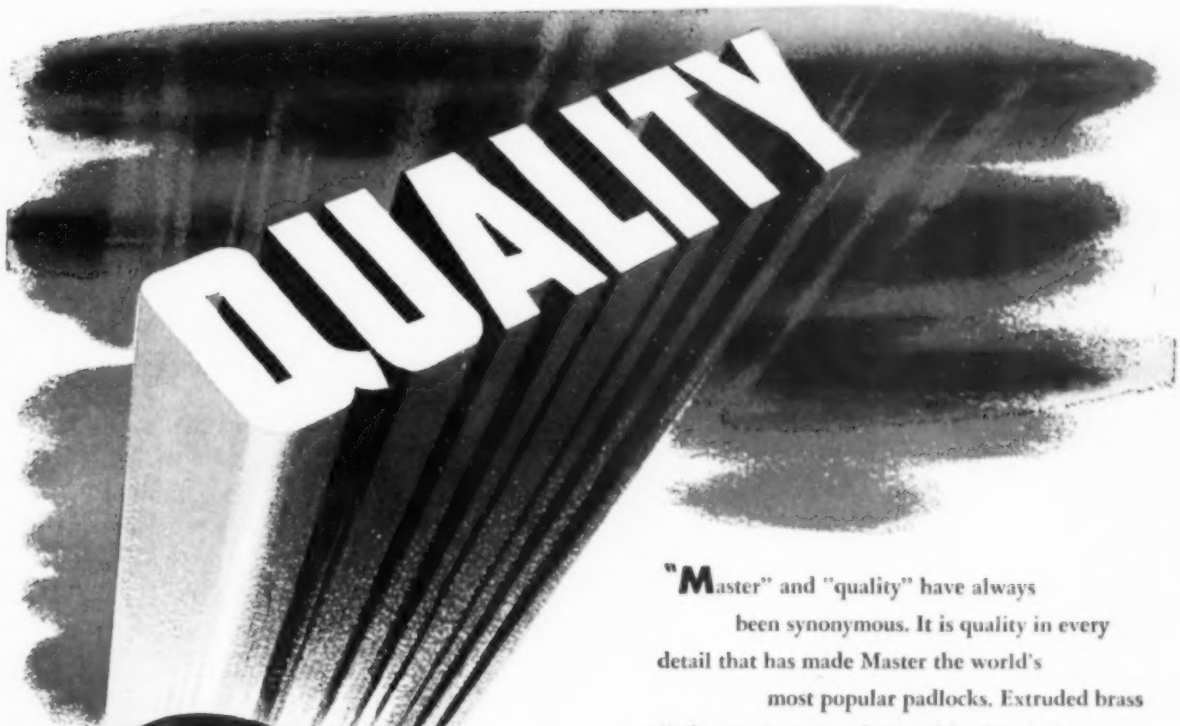
If you are not yet tied in with Barrett—ACT Now! You get greater profits when you handle Barrett—famous for fine building materials for almost a century.

Building your business... is the business of



Reg. U. S. Pat. Off.

BARRETT  **DIVISION**
 ALLIED CHEMICAL & DYE CORPORATION
 40 Rector Street, New York 6, N.Y.
 205 W. Wacker Drive, Chicago, Ill.
 36th St. & Gray's Ferry Ave., Philadelphia 46, Pa.
 1327 Erie St., Birmingham 8, Ala.



"Master" and "quality" have always been synonymous. It is quality in every detail that has made Master the world's most popular padlocks. Extruded brass cylinders exact to one-thousandth-of-an-inch . . . massive brass locking levers . . . finest phosphor bronze springs . . . nickel-silver pin tumblers. These and countless other features are typical of the matchless quality built into every Master Padlock — quality you will be proud to pass along to your customers.



Construction

Famous laminated case is strongest known . . . brass pin tumbler mechanism unequalled for security.



Men

Master's highly-skilled craftsmen are acknowledged leaders in the padlock field.

Materials

Hard-wrought steel and brass insure maximum strength and dependability.

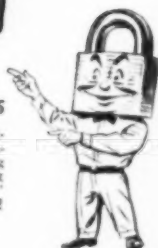
Machines

Special Master-designed equipment means faster production, lower prices.



Feature MASTER During Hardware Week, April 17-25

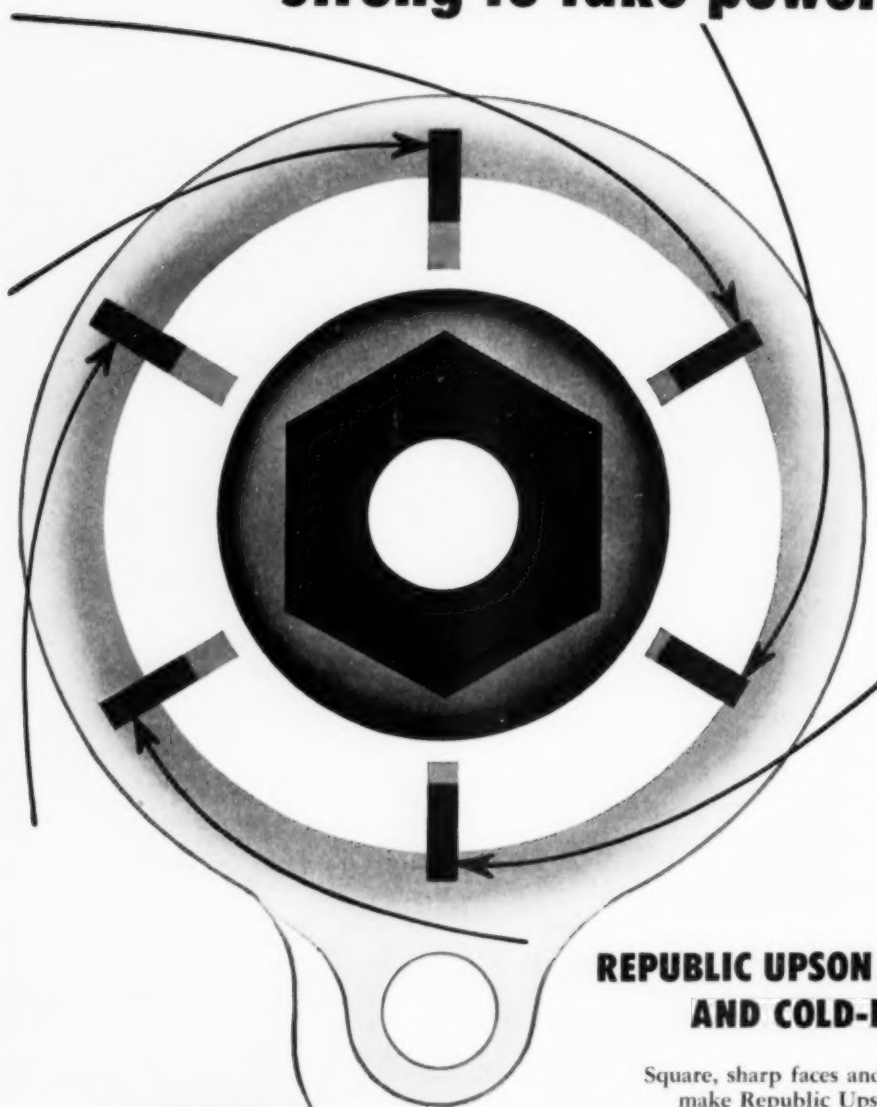
Your *irha* Hardware Week kit, mailed late in March, contained sales pennants and newspaper mats featuring two Master fast-sellers—No. 3 "Secret Service," No. 500 "Multi-Spring." Put them to work for you . . . NOW!



Make sales faster with
Master Padlocks
EVERY ONE AN OUTSTANDING VALUE

Master Lock Company, Milwaukee 45, Wis.
World's Leading Padlock Manufacturers

strong to take power wrenching



REPUBLIC UPSON SEMI-FINISHED AND COLD-PUNCHED NUTS

Square, sharp faces and clean, accurate threads make Republic Upson Nuts go on squarely, tighten down fully when used with power wrenches.

And when used with hand tools.

The Republic Upson line includes more than 20,000 sizes, styles, and types of fasteners for all industries . . .

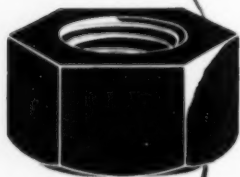
bolts, nuts, machine screws, stove bolts, cap screws, lag screws, rivets.

REPUBLIC STEEL CORPORATION

Bolt and Nut Division

CLEVELAND 13, OHIO • GADSDEN, ALABAMA

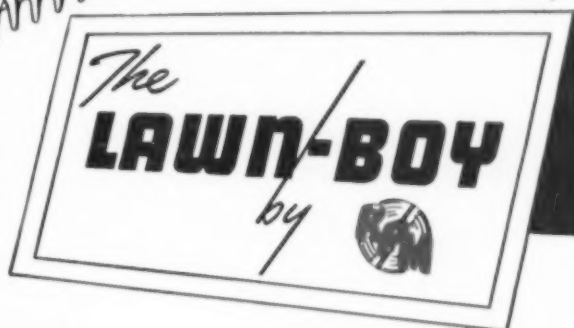
Export Department: Chrysler Bldg., New York 17, N. Y.



Here it is!

Wide 18 inch cut
Front "Grass Spray"
discharge
2 cycle IRON HORSE
engine
Only 35 pounds

RPM Manufacturing Company, the world's largest manufacturer of rotary power mowers, presents America's newest lawn mower . . . the LAWN-BOY by R.P.M. Here's the one mower that offers your customers more new features than any other mower; backed up by the largest, most powerful promotional campaigns that ever introduced any mower. The LAWN-BOY's your guarantee of a trouble-free, priced-right lawn mower . . . designed for profit-building sales appeal.



America's Most Modern Lawnmower

CHECK THESE FEATURES

CONTOUR CUT...the feature that checks scalping. The LAWN-BOY's cutting blade is automatically guided by the wheel placement design. Here's the mower that won't scalp.

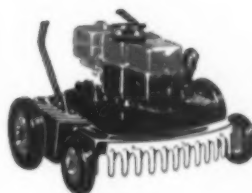
SIMPLE, uncomplicated . . . the LAWN-BOY's direct drive gives trouble-free simplicity of operation. No belts to adjust, no chains to snap.

GRASS SPRAY . . . here's the feature that assures full cutting power. Grass clippings can't back up in the discharge chute. What's more, this feature eliminates long rows of clippings.

LIGHTWEIGHT . . . all aluminum alloy construction gives a magic, featherweight ease of handling, bound to appeal to every customer.

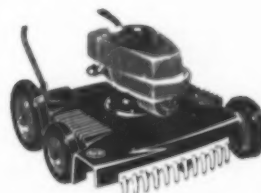
CLOSER TRIM . . . the LAWN-BOY trims as close as 3/8 inch . . . right up against walls, bushes or fences. Saves hours of time spent in trimming or edging.

- **BALANCED WEIGHT DISTRIBUTION**
- **THE LARGEST MUFFLER AREA ON ANY MOWER**
- **COMPLETELY SHIELDED, EXTRA-SAFE CUTTING BLADE**



21 inch cut
Rear "Grass Spray"
discharge
4 cycle engine

22 inch cut
Front "Grass Spray"
discharge
2 cycle engine



Styling by Brooks Stevens, ONE OF THE COUNTRY'S OUTSTANDING INDUSTRIAL DESIGNERS



WORLD'S LARGEST MANUFACTURER OF ROTARY POWER MOWERS
Available through hardware jobbers and distributors

RPM MANUFACTURING COMPANY

A Subsidiary of Outboard, Marine & Manufacturing Company

LAMAR, MISSOURI

Also Manufactured In Canada By: CUMMINS, MARINE & MANUFACTURING CO. LTD., of Toronto, Ont., Canada

new

Stevens model 58 repeating shotgun

12 and 16 gauge... 3-shot... Bolt Action... Full Choke... Take-down

Here's a new, outstanding bolt action repeating shotgun scientifically planned in every detail, with advanced designing and modern features which set a new, high standard among shotguns of this type.

Model 58's precision machined trigger and sear assembly assure clean, crisp trigger pull. Its safety is tops in dependability. Newly designed clip magazine locks securely, yet allows quick insertion and removal. These features, combined with a streamlined walnut stock, glare-proof and rust-resistant bolt and bolt handle, present in the new Model 58 repeater the know-how of more than half a century of gun making.

Its low retail price of only \$29.95 makes it today's outstanding buy in the low cost shotgun field.

Other Fast-Selling Stevens Bolt Action Repeating Shotguns

Model 258 — 3-shot clip magazine — 20 ga. \$27.25 (retail).

Model 59 — 6-shot, tubular magazine — .410 ga. \$29.95 (retail).

Model 58 — .410 ga., 3-shot clip magazine \$23.75 (retail).

Order from your distributor now.

SAVAGE ARMS CORPORATION
Firearms Division, Chicopee Falls, Mass.



new



Recoil lug fits against solid rear wall of stock inlet—recoil is absorbed by stock at its strongest point.

new

Black-tipped walnut stock with broad, tapered fore-arm and comfortable pistol grip is correctly proportioned for fast, smooth, swinging and pointing.



in Design
in Features
in Sales Appeal
and
priced
to sell

only
\$29.95
retail

new



Precision machined trigger and sear assembly for clean, crisp trigger pull is enclosed in solid housing.

new



Simple, modernly designed bolt has patented hand-type double extractors, large locking lug, bolt handle swept back over trigger, and is fitted with a rear sighting rib for fast, accurate pointing.

new



Conveniently located thumb-control safety locks trigger, and is so designed that it is in the "on" position when drawn backward—cannot jar off.

new



Improved, detachable clip-type magazine holds two 12 gauge $\frac{3}{4}$ " shells which, with one in chamber, makes gun 3-shot repeater. Clip is fitted with rear guides for fast, easy insertion and removal. Newly designed magazine lock-spring holds it securely in place—cannot jar or shoot loose.

MOST REVOLUTIONARY GARDEN SPRINKLER **AND** SOAKER IN HISTORY!

NOT

a spirally perforated hose with water openings on its underside too, which during sprinkling, may wash out valuable loam, dig holes and expose root systems!



USED AS A SPRINKLER IT SPRINKLES ONLY UPWARD!

It doesn't wash out valuable loam and seedlings!

USED AS A SOAKER WATER CAN GO ONLY DOWNWARD!

It won't wet foliage and flowers!

SUPPLEX®

flexible

*TRIPLE-TUBED "LAY-FLAT" PLASTIC
SPRINKLER

Here is the miracle Sprinkler gardeners and home owners have awaited for years—a Sprinkler that can water an ordinary size lawn or garden up to 50 Ft. by 20 Ft. ALL IN ONE OPERATION with a gentle, evenly distributed spray!

- Because your SUPPLEX FLEXIBLE SPRINKLER is made of three tubes of high strength vinyl plastic, seamlessly molded side by side, it is easy to "lay-flat". This insures easy handling and guarantees precise direction of all sprays.
- SUPPLEX FLEXIBLE SPRINKLER curves around circular areas, goes up and down hills, rock gardens or terraces, between the rows of vegetable gardens, along narrow strips or borders—covering any shape garden or lawn without any waste of water. Puts water just where you want it and only where you want it!
- The SUPPLEX FLEXIBLE SPRINKLER has no metal parts to rust or corrode—and, because it is FLEXIBLE, no foreign particles (dirt, mud, scale, etc.) can cling to its mirror-smooth walls.
- It will not rust, mildew or rot when stored wet!

*Patents pending.

IT LAYS FLAT!

Because of its unique triple-tube design the SUPPLEX FLEXIBLE SPRINKLER lays flat. The hundreds of tiny tear-resistant openings are on the UPPER SURFACE ONLY, therefore the Supplex Flexible Sprinkler can ONLY SPRAY UPWARD! It CANT wash out loam and seedlings! *** When turned over and used as a soaker, water will ONLY SEEP DOWNWARD—none will reach foliage and flowers!

50 FT. LENGTH

WITH REEL
5.98
WUG RETAIL

1000 SQ. FT.

25 FT. LENGTH

625 SQ. FT.

WITH REEL
3.98
WUG RETAIL

YES!

THE MOST REVOLUTIONARY
SPRINKLER AND SOAKER IN HISTORY

For The Biggest Sales EVER!

Insert shows unique seamless
triple-tube design that guar-
antees Supplex Flexible Sprin-
kler will always "lay-flat."

Steel Wire Reel
supplied with every
Type 1000 and Type 600
Sprinkler

Colorful Display
Package

Supplex Flexible **SPRINKLER**

COVERS A RECTANGULAR AREA 1000 SQ. FT. (50 FEET LONG BY 20 FEET WIDE) WITH AS LITTLE AS 25 LBS. PRESSURE!

NOW!

Ask for a demonstration or sample today! Seeing it
in action yourself will convince you quicker than ten
pages of claims! BELIEVE YOUR OWN EYES!

The colorful self-selling display package with its in-
formative tag is built around a sturdy and attractive
steel wire reel that permits easy windup and neat
storage of the Sprinkler! These Reels are supplied
with every Type 1000 and Type 600 Supplex Flexible
Sprinkler. A wonderful product in a fine package that
will mean more sales and more profits for you!

Type 1000: covers 50 Ft. by 20 Ft. or approximately

A Rectangular Area of 1000 Sq. Ft. **5⁹⁸**
SUG. RETAIL

PACKED 6 TO A CARTON. WEIGHT 22 LBS. INCLUDING REELS

Type 600: covers 25 Ft. by 25 Ft. or approximately

A Rectangular Area of 625 Sq. Ft. **3⁹⁸**
SUG. RETAIL

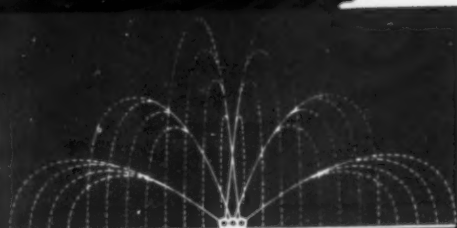
PACKED 12 TO A CARTON. WEIGHT 25 LBS. INCLUDING REELS

SOLD THROUGH JOBBERS.

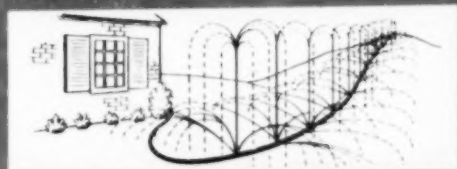
A PRODUCT OF
Industrial Synthetics Corporation

GARWOOD, NEW JERSEY

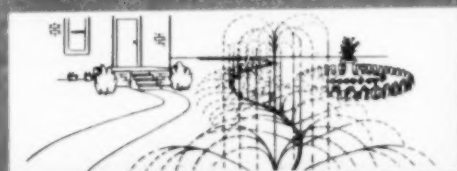
Makers of SUPPLEX TUFF-PLY Tire-Cord Reinforced All Plastic Garden Hoses



Cross-Section Diagram: Showing how just one
series of openings in a SUPPLEX FLEXIBLE
SPRINKLER evenly covers every inch of its
width. There are hundreds of openings like
these in every SUPPLEX FLEXIBLE SPRINKLER
sending gentle sprays of water out at precisely
calculated angles—a most remarkable man-
made duplication of nature's normal benefi-
cent rainfall!



Nothing Like Supplex Flexible Sprinkler
for hilly terrain, terraced ground, rock gar-
dens, along curved walks or between the rows
of a vegetable garden where use of other
sprinklers would be difficult or impossible.



Demonstrating Complete Flexibility of
SUPPLEX FLEXIBLE SPRINKLER no matter how odd
the shape or arrangement of a garden or
lawn area.

IT'S THE ONLY ALL-PLASTIC TIRE-CORD REINFORCED HOSE!



Reinforced with same high tenacity rayon used in heavy duty tires!

**THAT'S WHY IT
CAN BE SHUT OFF
AT THE NOZZLE
AND LEFT UNDER
FULL PRESSURE
IN HOTTEST SUMMER SUN
FOR DAYS!**

**Certified by a Genuine Guarantee
That Brings SUPPLEX Cost Per Year
BELOW That of Cheapest Hoses!**

NO "IFS" OR "BUTS" ABOUT THIS STATEMENT. The 5-year or 10-year guarantee attached to every SUPPLEX Tuff-Ply Garden Hose is our guarantee in writing that it will give satisfactory service under the roughest, toughest treatment for at least the FULL TERM OF THE GUARANTEE.

It also assures, for example, that a 50 foot SUPPLEX Tuff-Ply Standard Garden Hose retailing for \$8.95 WILL give at least 10 years of uninterrupted service at a cost that WILL NEVER EXCEED 89¢ A YEAR.

Remember that any ordinary 5-year guaranteed hose retailing for even as little as \$4.95 costs 99¢ per year, which is much more expensive than our Tire-cord Reinforced SUPPLEX hose — and carries no assurance of uninterrupted service.

THE SUPPLEX GUARANTEE backed by the unique SUPPLEX construction features (see next page) assures satisfied customers — and most important of all — NO RETURNS!

Stock SUPPLEX the REINFORCED All-Plastic Hose that is 2 1/2 lighter than rubber, easier to handle, and delivers 50% more water! Plastic covered rubber hoses crack and discolor and deliver less water than SUPPLEX. In short: SUPPLEX is superior to any all-plastic, non-reinforced plastic, rubber, or plastic-covered rubber hose on the market.

SPECIAL	COLORS	PER CARTON			SUGGESTED RETAIL		
		Size	Units	Ship. Wt.	25'	50'	75'
5-Year Guarantee	Green-Red	25'	10	36 lb.	4.65	7.95	11.75
		50'	5	35 lb.			
		75'	3	33 lb.			



STANDARD	COLORS	PER CARTON			SUGGESTED RETAIL		
		Size	Units	Ship. Wt.	25'	50'	75'
10-Year Guarantee	Green-Red Metallic Grey	25'	10	41 lb.	5.15	8.95	13.25
		50'	5	40 lb.			
		75'	3	36 lb.			



HEAVY DUTY	COLORS	PER CARTON			SUGGESTED RETAIL		
		Size	Units	Ship. Wt.	25'	50'	75'
10-Year Guarantee	Green-Red Metallic Grey	25'	10	47 lb.	5.95	10.50	15.50
		50'	5	46 lb.			
		75'	3	42 lb.			



ESTATE	COLORS	PER CARTON			SUGGESTED RETAIL		
		Size	Units	Ship. Wt.	25'	50'	75'
10-Year Guarantee	Green only	25'	6	36 lb.	6.95	12.50	X
		50'	3	35 lb.			
		75'					



IMPERIAL	COLORS	PER CARTON			SUGGESTED RETAIL		
		Size	Units	Ship. Wt.	25'	50'	75'
10-Year Guarantee	Green only	25'	6	46 lb.	8.00	14.50	X
		50'	3	42 lb.			
		75'					



SUPPLEX
tuff-ply

TIRE-CORD REINFORCED ALL PLASTIC

Garden Hose

FOR GREATER TURNOVER... TURN OVER

Why a SUPPLEX Garden Hose Guarantee is a Genuine Guarantee!

The claim of any manufacturer to replace a damaged product is normal, but not good enough. Good will for the jobber and retailer comes only from products which will outlive their guarantees. We believe that our first responsibility is to produce a superior product — superior both in design and construction. This is why SUPPLEX guarantees

- ★ UNINTERRUPTED SERVICE!
- ★ COMPLETE SATISFACTION!
- ★ NO COSTLY AND TROUBLESOME RETURNS!

These 5 Features OF SUPPLEX ENGINEERING AND DESIGN

OUTER SHEATH:

The SUPPLEX All-Plastic Reinforced Garden Hose would be a complete hose without this outer sheath! But SUPPLEX goes further and adds this extra layer of brilliantly colored, ribbed vinyl plastic that not only gives the final touch of beauty to the hose, but is especially formulated to protect the inner hose against sun and oxidation; against abrasion and hard use!

INNER JACKET:

Is a tough extra layer of vinyl plastic which locks the rayon knit reinforcement in place by fusing with the inner tube only, yet allowing the rayon tire-cord to move freely. This insures flexibility of the hose and provides superior resistance to kinking.

COUPLING:

The heavy full-flow coupling delivers more water, is machined from solid brass, and internally expanded to insure leak-proof connections. Tested to withstand 300 lb. pull! Won't rust!

MAKE THIS BUILT-IN SUPPLEX GUARANTEE POSSIBLE!

TUFF-PLY REINFORCEMENT: This is a strong, protective layer of high-tensacity rayon tire-cord knitted OVER the inner tube with a bending point of 90° for higher tensile strength. This is one of the chief reasons SUPPLEX is the ONLY All-Plastic Garden Hose that can be shut off at the nozzle and left in the sun without danger of bursting. With SUPPLEX there is no need to remind customers to turn their hose off at the faucet!

In certain hoses with rubber inner tubes, a similar reinforcement is embedded, or pressed, into the inner tube. This notching of the inner tube weakens and reduces its effective wall thickness — and such hoses kink.



INNER TUBE: The SUPPLEX Inner Tube is made of mirror-smooth vinyl plastic that will deliver the maximum amount of water — all the water that comes from the outlet. Because of low friction loss, SUPPLEX inner tubes deliver 50% more water than rubber inner tubes of the same bore! Examine the inner tube in other hoses advertised as all-plastic to make certain the inner tube is plastic and not rubber!

NOW see for yourself what is behind the SUPPLEX GUARANTEE and why your customer is assured, for example, that the 50 ft. SUPPLEX Standard Tuff-Ply Reinforced Garden Hose must give ten solid years of roughest, toughest use at **ONLY 89½¢ A YEAR!**

This makes inferior hoses far more expensive than high quality SUPPLEX!

A PRODUCT OF

INDUSTRIAL SYNTHETICS CORPORATION • GARWOOD, NEW JERSEY

Makers of SUPPLEX Flexible Triple-Tubed "Lay-Flat" Plastic Sprinkler



"Our tool volume has jumped at least 100%. We were so sold on our first Tool Station that we have purchased a second one for our branch store," states Mr. C. B. Harper, Jr., of Harper Hardware Co., Richmond, Va.



"Impulse tool buying increased. We have noticed that people about to leave the store now stop and buy," say Mr. Adams and Mr. Feagin of Adams and Feagin Hardware Co., Macon, Georgia.

THE TOOL BOX OF THE WORLD



Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL



"MODERN TOOL SALESMEN" STIMULATE EXTRA SALES, DEALERS EVERYWHERE SAY

New Stanley Tool Stations Prove Exceptional Merchandising Power

From Maine to California—all around the country—dealers are finding that the new Stanley Tool Stations bring in added tool business . . . provide extra profits with no extra sales effort.

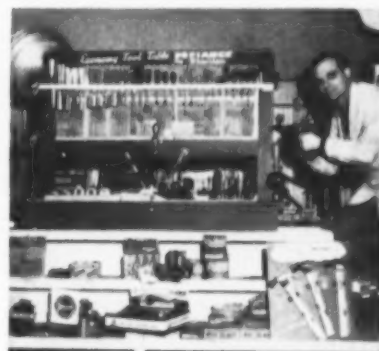
From the minute you put the Stanley Tool Station on your floor, this highly persuasive "salesman" starts working for you. Customers stop and sell themselves when they see this display of 247 most popular Stanley Tools.

This self-service tool department pays for itself in the first turn of the stock—then starts right in to *pay you*. It occupies only 9 sq. ft. of floor space. It's flexible, provides a spot for every tool. Each tool is clearly priced and numbered—pricing service direct from Stanley to you keeps prices up-to-date. Re-ordering is quick, easy.

New Economy Table Displays Defiance Tools

Here's a compact, colorful merchandiser that gives full display value to 335 popular Defiance Tools, yet fits on the top of any standard island table. It's 36" high, 22" wide, 57" long — arrives completely assembled with price cards numbered and priced.

Defiance Tool Stations are also available. They display 335 fast-moving items, are the same size as the Stanley Tool Stations.



GET COMPLETE DETAILS NOW!

STANLEY TOOLS, 203 Elm Street
New Britain, Connecticut.

Please send me full information about (check):

- ☐ Stanley Tool Station ☐ Economy Tool Table
☐ Defiance Tool Station

Store Name _____

Street _____

City _____ Zone _____ State _____

SELLS WRENCHES FAST



No. W-5 DISPLAY- DISPENSER

Brilliant red baked lacquer on sturdy steel. With holes for wall mounting and wire easel for display on counter or in window.

SERVICE PARTS INCLUDED WITHOUT CHARGE

Contains one each jaw, knurl, pin and spring for 4", 6", 8", 10", 12" wrench.

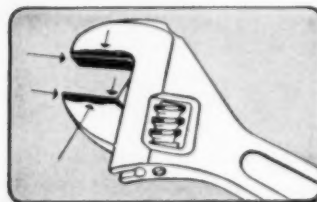
ASSORTMENT:

2 each	91- 4
3 each	91- 6
3 each	91- 8
2 each	91-10
2 each	91-12

Your cost is only that of the tools, of course.

LIST PRICE:
\$28.62

DIMENSIONS
16" high 2 1/2" deep
12" wide 11 lbs.



UP TO 10 TIMES LONGER WEAR

Jaw surfaces are extra-hardened by UTICA's own process. Resist nicking and burring up to 10 times longer than ordinary adjustable wrenches.

ORDER FROM YOUR DISTRIBUTOR TODAY

It pays to sell quality tools



and the world's best tools
are made in U.S.A.

DROP FORGE AND TOOL
CORPORATION

UTICA 4, NEW YORK

In Canada
ADLAM TOOL & SUPPLY CO., LTD., MONTREAL;
WALLS-IRONS, LTD., WINNIPEG

SOUTHERN HARDWARE for APRIL, 1953



Remington Dealer Letter



New! Fast-selling Remington Model 760 rifle in De Luxe Grade



270 Win. caliber added to both
"Standard" and "De Luxe" Models

Remington announces 3 new cartridges with popular Pointed Soft Point bullets

8 cartridges with new bullets
now available in 7 calibers

Big news for your hunting customers is this trio of center fire cartridges with Remington Pointed Soft Point bullets.

The 30-06 Springfield has a 110 gr. bullet, and the 257 Roberts and 250 Savage have 100 gr. bullets in the new Pointed Soft Point.

Leading big-game hunters have praised the outstanding performance of the rocket-nosed bullet. It is especially prized for long-range shooting where flatter trajectories and sustained velocities are most important.

Remington Pointed Soft Point "Core-Lokt" bullets have already proved their popularity in...

- 30-06 Spfld. (110 gr.)
- 30-40 Krag (180 gr.)
- 300 Mag. (180 gr.)
- 300 Sav. (180 gr.)
- 270 Win. (130 gr.)

...so the "hot" new cartridges—all with the world-famous Remington "Kleanbore" priming—are sure of a warm reception. Ask your Remington wholesaler to round out your line—right now!

"Kleanbore," "Core-Lokt" and "Gamemaster" are Reg. U.S. Pat. Off. by Remington Arms Company, Inc., Bridgeport 2, Conn.

★
250 SAVAGE
POINTED
SOFT POINT
"CORE-LOKT"
100 GR.

★
257 ROBERTS
POINTED
SOFT POINT
"CORE-LOKT"
100 GR.



★
30-06 SPRINGFIELD
POINTED SOFT POINT
110 GR.

The only slide action high-power rifle made—the popular Remington "Gamemaster" Model 760—is now available in "De Luxe" grade...and 270 Win. caliber!

The Model 760ADL "De Luxe" grade was made in response to a deluge of requests from shooters—who wanted this superb rifle with useful and attractive extras, plus provision for telescope mounting. So a ready market can be anticipated.

The "De Luxe" grade has all the sales-making features of the "Standard" grade, plus these extras: high comb stock for use with telescopic sight; receiver drilled and tapped for scope mount; stock and fore-end both finely checkered; decorative grip cap; sling swivels.

Four BIG Calibers

Added to the original 30-06 Spfld., 300 Sav. and 35 Rem. calibers is a fourth caliber—the 270 Win.—for even wider appeal to sportsmen.

Big sales are assured with the Remington "Gamemaster" Model 760—America's most-sought-after big-game rifle.



"Wild? Why in the old days I shot a bear right from that front porch!"

New COLUMBIAN ROPE Merchandiser Displays... Measures... Cuts!

To display rope is to sell it!

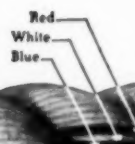
Puts the displaying and selling of rope on the simplest, most profitable basis. Customers can see and feel the rope they want . . . get the *exact length* they need in seconds.

Columbian's new Rope Merchandiser occupies less than two square feet of floor space. Measures only 22" x 11½"—stands 52" high. You store your bulky coils in the basement, or under a counter, out of the way of store traffic.

Holds seven sizes of Columbian Rope. Sturdy metal construction, finished in gray and blue. Dial on top measures the rope in feet. (We guarantee all measurements will be accurate.) Enclosed knife makes clean cut with one easy stroke. Guard protects blade when knife is not in use.

Columbian's new Merchandiser can be purchased from the jobber now supplying you with Columbian Rope. Contact him today.

COLUMBIAN ROPE COMPANY
440-70 Genesee Street
Auburn "The Cordage City", N. Y.



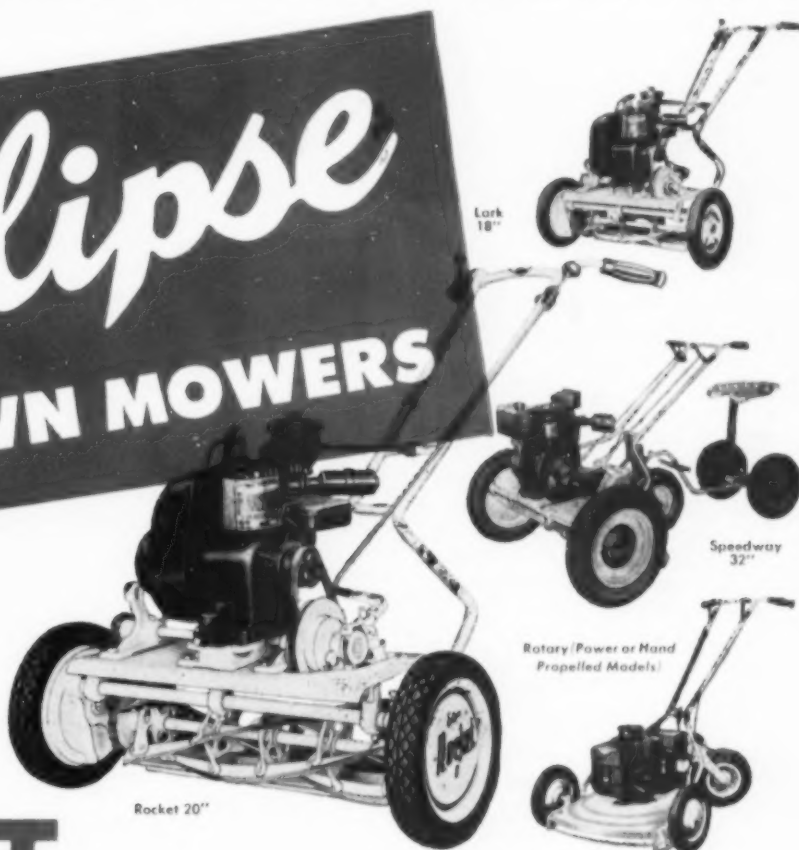
BUYERS WANT



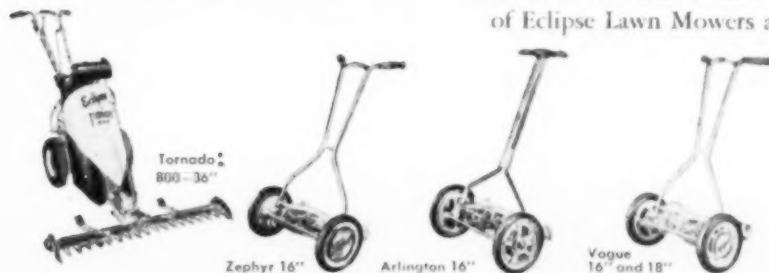
—the dependable precision performance provided by Eclipse exclusive features . . . the assurance of available parts and expert service backed by a reliable reputation . . . the choice of models from the complete Eclipse line



YOU PROFIT



—from public acceptance based on performance—the advantages of competitive design and features—continuous national advertising—sound sales promotion . . . which have made the Eclipse franchise the most valuable in the business. Write for the full story of Eclipse Lawn Mowers and the Eclipse Franchise.



THE ECLIPSE LAWN MOWER CO.

Division of Buffalo-Eclipse Corporation
5704 Railroad Street, Prophetstown, Illinois

*Model names are registered trademarks
of The Eclipse Lawn Mower Co.*

Build Your Profits . . . Sell **PYREX** Ware Sets



**Two profits are better than one.
Casserole set—gift-boxed.**

Includes a deep 2-quart casserole of stunning modern design and a shallow 8-inch casserole, together with a clear, knob-handled cover that fits both. Ideal gifts for Mother's Day and Bridal Showers! Ideal for top-traffic locations. In flamingo or lime.

\$2.45

**Five profits are better yet!
5-dish baking and serving set.**

Includes 2-quart oblong dish, 8-inch round dish, 8-inch square dish, 9-inch shallow dish, deep 2-quart casserole. Transparent casserole cover also fits 8-inch round dish—in flamingo or lime. Boxed for gift-giving . . . in handy re-shippable cartons to eliminate special packing costs.

\$5.65



New Tempered PYREX Bakingware in color!

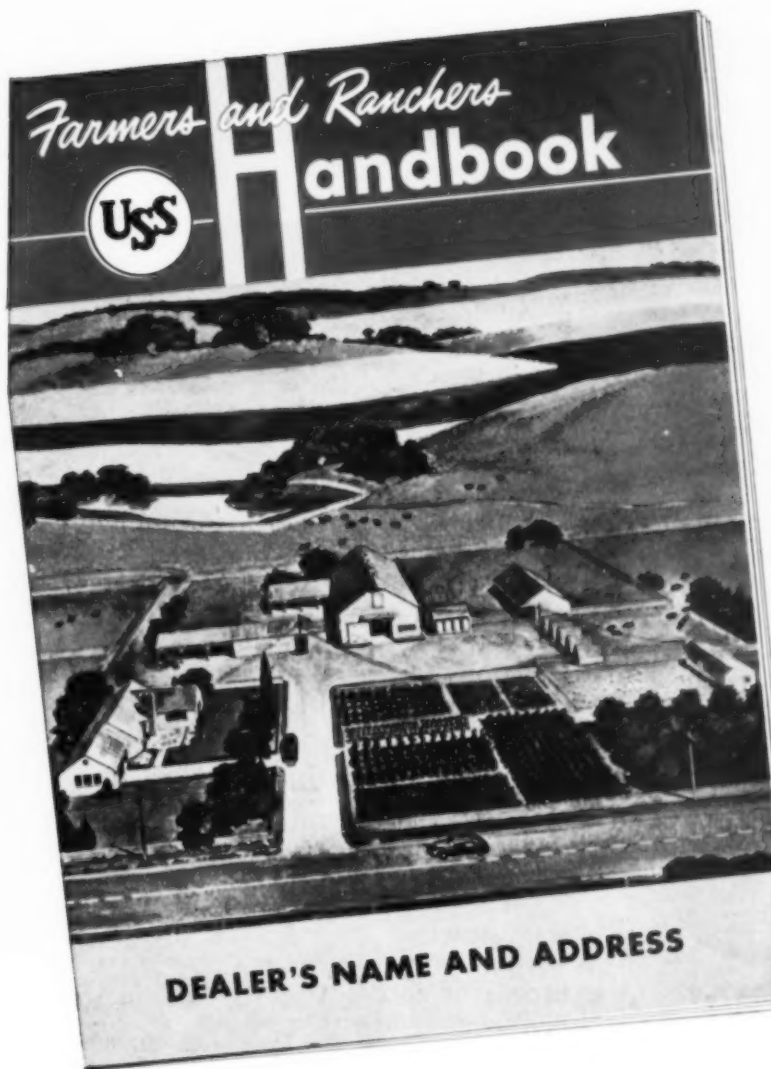
Not just any colors . . . but in sales-tested colors of flamingo and lime! They're backed by full-page, full-color advertisements in the May 4 issue of LIFE, and the May issue of LADIES' HOME JOURNAL.

Make the most of this promotion. Put these smart PYREX "tablemates" in top-traffic, top-profit locations. Place your order today with your regular PYREX Ware distributor.

Corning Glass Works ✓ **Consumer Products Division
Corning, New York**

This Free Book Promotes

better farming for your customer... better business for you



THE *Farmers and Ranchers Handbook* is a perfect vehicle to help your customer and yourself at the same time. It costs you only a moment of your time to get a supply of these helpful gifts for your customers. Imprinted with your name and address, they become a valuable advertisement for you.

The 64 pages of the *Farmers and Ranchers Handbook* are crammed with information that farmers and ranchers can use all through the year, whether their main occupation is dairying, beef production, pasture cultivation, poultry raising, or growing any of the South's plentiful field crops.

In addition to agricultural information, the *Farmers and Ranchers Handbook* contains a descriptive catalog of U.S.S. American Fence, Tennessee V-Drain Roofing and the multitude of companion products bearing the U.S.S. Steel Label which can be purchased in your store or ordered through you.

Your use of the *Farmers and Ranchers Handbook* and other dealer selling aids provided by T.C.I. can help make your store "farm service headquarters" in your town or county.

Write today for your supply of the *Farmers and Ranchers Handbook*. Send your request on your business letterhead to the Advertising Division, Tennessee Coal & Iron Division, United States Steel Corporation, Fairfield, Alabama, and include the name and address to be imprinted on the front cover.

TENNESSEE COAL & IRON DIVISION, UNITED STATES STEEL CORPORATION, GENERAL OFFICES: FAIRFIELD, ALABAMA

DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

**U-S-S AMERICAN FENCE
U-S-S TENNESEAL V-Drain ROOFING**



UNITED STATES STEEL



BIG NOISE FROM ST. LOUIS

AUTOMATIC CABINET CAN OPENER

SWING-A-WAY

The big noise in Can Openers is Swing-A-Way's new Automatic Cabinet Can Opener. Here are a few of the features that have made it the *most-talked-about* Can Opener since they were first invented.



\$5.95
Model
1709R-W-Y

With
Magnetic
"Lid-Lifter" **\$6.95**

Choice of red,
white or yellow.
Polished aluminum
handle.

- HANDSOME PLASTIC CABINET
conceals all working parts and adds beauty
to any kitchen.
- IT'S AUTOMATIC!
Single action locks the can and removes the lid.
- DECORATOR COLORS
to blend in with her color scheme.
- MOUNTS EASILY ON ANY SURFACE
with screws or permanent adhesive.
- GUARANTEED 5 FULL YEARS.



STOCK UP NOW!
MILLIONS ARE NOW BEING
PRE-SOLD ON SWING-A-WAY



SWING-A-WAY MANUFACTURING CO., 4100 Beck Ave., St. Louis, Mo.
In Canada: Fox Agencies, Ltd., Port Credit, Ontario



SSIRCO Hits a New High!

... IN SALES AIDS



Increasing your sales—and profits—is a lot easier when you aggressively promote the products you sell. To help you, SSirco can supply hard-hitting sales aids that will form the foundation of your promotional program. Complete advertising and promotional material—covering all the top-quality, SSirco-distributed building materials — is yours without cost.

Your SSirco representative will gladly help you plan an effective promotional program. Or write direct to our Advertising Department, Savannah, Georgia.

These six sales aids are ready to work for you:

**THESE FAMOUS PRODUCTS MAKE UP
SSIRCO STOCK**



Direct Mail Pieces
Counter Displays
Radio Commercials
Samples
Product Literature
Newspaper Mats



Besides promotional help, you'll get top brand names that builders prefer . . . and keep coming back for. You, too, can hit a new high if you cash in on this opportunity to boost your profits.

Reynolds Aluminum
Building Products
Fallansbee Terne
Carey Asphalt and
Asbestos Products
Certain-teed
Asphalt Products
EZ-Way Stairways
Miami-Carey Cabinets
Celotex Insulation
Board Products
Insulite Insulation
Board Products
Flinke Products
Nu-Wood Insulation
Board Products
Masonite Hardboards
Upson Panels
Asbestone Asbestos
Products

Durall Screens
Georgia-Pacific Plywood
Lo-"K" Cotton
Insulation
Columbia-Matic Screens
Shakertown Cedar Shingles
General Flush Doors
Atlas Flush Doors
Milcor Steel Products
Vari-Pitch Louvers
Hamlin Ventilators
Anaconda Copper
SSirco Steel Roofing
and Building Products
Barclay Plastic-Coated
Paneling
Superior Metal Trim
Leslie Louvers
Alysine Translucent Panels

**FOR A NEW HIGH IN ALL 3—QUALITY, PROFITS, AND DELIVERY
—WRITE OR CALL YOUR NEARBY SSIRCO WAREHOUSE**



Manufacturers & Distributors

SOUTHERN STATES IRON ROOFING COMPANY

Savannah, Ga.
Atlanta, Ga.
Albany, Ga.
Augusta, Ga.

Tampa, Fla.
Orlando, Fla.
Miami, Fla.
Jacksonville, Fla.

Birmingham, Ala.
New Orleans, La.
Nashville, Tenn.
Memphis, Tenn.

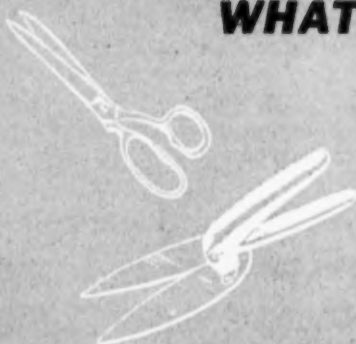
Louisville, Ky.
Columbia, S. C.
Raleigh, N. C.
Richmond, Va.

WHAT'S BOOSTING **BOKER** TREE BRAND?

- 1 Dependable Quality
- 2 Generous Markups
- 3 Reasonable Retail Prices
- 4 Strong National Advertising

Yes, sir, BOKER has its *own* 4-Point Plan! *QUALITY* so dependable that the sale of any one item paves the way for future sales of other Tree Brand Cutlery. *MARKUPS* that give you a "reason why" for pushing BOKER. *PRICES* that cut sales resistance to a minimum. *NATIONAL ADVERTISING* in The Saturday Evening Post — 16,000,000 readers — that send 'em to you "lookin' and askin'" for BOKER Tree Brand.

WHAT A COMBINATION FOR PROFITS!



The Saturday Evening
POST
Recognized
Value



HANDY KITCHEN KIT

Best seller! Three "most-used" kitchen tools—two knives and shears—in a sales-getting handsome wall case.



"SUBURBAN" TABLEWARE SET

Handsome, practical 24-piece Tableware set. Genuine Pakkawood handles, stain and burn resistant. Choice of box or plastic carrying case; slight difference in price.



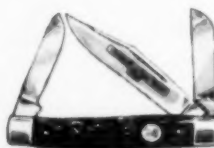
CARVING SETS

Sell quickly because they look their quality! Highest quality steel, curved to fit the hand. Genuine stag handles.



SCISSORS—SHEARS and EASY PINKERS

Priced to sell on sight—at a good profit! Wide variety of sizes. Quality all the way.



POCKET KNIVES

Sell them once, and you'll never carry another brand! Fine steel and fine looks in patterns to suit every taste.

HOUSEHOLD UTILITY SETS

Consist of paring, fruit or sandwich, slicing and carving knives PLUS household fork. Handsome walnut wall case makes women buy-minded.



ASK YOUR JOBBER TO SHOW YOU THE
BOKER TREE BRAND LINE
Catalogs Available on Request

H. BOKER & CO., INC.

101 Duane Street

Established 1837

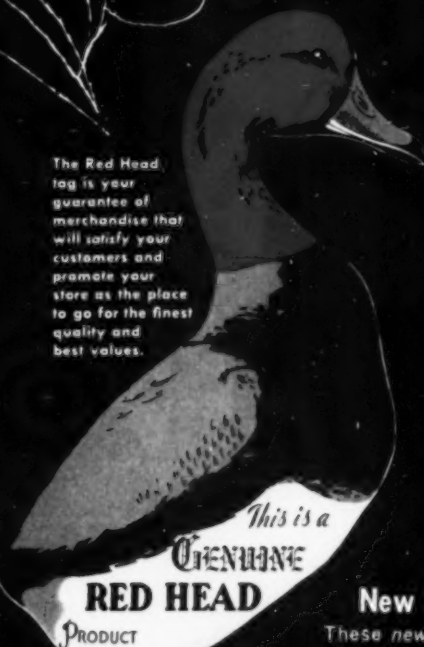
New York 7, N. Y.

it's the new "Lucky 7" fishing vest by RED HEAD

\$5⁹⁵
retail



The Red Head tag is your guarantee of merchandise that will satisfy your customers and promote your store as the place to go for the finest quality and best values.



A Bargain for Fishermen—A Traffic Builder for Dealers

Here at last is a fishing vest every fisherman can afford! The "LUCKY 7" fishing vest has the most essential features to attract the mass market of men who could never afford a fishing vest before. It's RED HEAD quality throughout in rich, Pine Green, Water Repellent Poplin. The "LUCKY 7" will make new customers for you by bringing fishermen into your store that prices stopped before... and yet the features and quality are so terrific that even your best fishermen will want it! You've got to see this new RED HEAD vest to believe it!

New Red Head Creels... for Fast Action Over Your Counter

These new RED HEAD canvas creels are specially designed to fit in every fisherman's budget... everything about them sings a song of profits for RED HEAD dealers... price, utility, quality enhanced by Sea Mist Green and Forest Green two-

tone Waterproof Duck construction spell customer satisfaction. Again RED HEAD gives you merchandise that builds up your store's reputation for top values at prices that roll up store traffic. To be first in your market, lead with the RED HEAD line.

\$2⁰⁰
retail



"BROOKIE"

\$3²⁵
retail



"RAINBOW"

\$5⁰⁰
retail



"BIG CHINOOK"

RED HEAD BRAND COMPANY

4300 West Belmont Avenue • Chicago 41, Illinois

**KEEP
YOUR
EYES
OPEN**





WATCH FOR PETERS AMMUNITION ADVERTISING

in Full COLOR

**Increased advertising to all shooting markets
backs up the powerful, full-color campaign for
Peters Sporting Ammunition this fall!**

The big news in ammunition sales this fall will be Peters advertising—the biggest advertising program in Peters history!

This powerful new program can mean only one thing to you—more sales. For Peters full-color advertisements will appear in all the top sporting magazines your customers read—Outdoor Life, Field & Stream, and Sports Afield. Other hard-hitting, colorful advertisements will keep Peters' name in front of the farm market, the boys' market and before special shooting groups.

Keep your eyes open—you'll see what we mean. You'll see why it pays to have a ready stock of the entire Peters line.

Remember—in sales, as in the gun—there's no more powerful ammunition in the world than Peters "High Velocity"!



PETERS ^{sales} packs the power



PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.

STANLEY Announces

Reg. U.S. Pat. Off.



Ranch Craft Hardware Salesmaker No. DB 530
Size: 21" x 12". Includes pocket for descriptive folders.
You pay for hardware only.



Four-Color Brochure

Pictures Ranch Craft in typical, sales-making settings. Every item illustrated. Ask for folder F35.

Handy Pocket-Size Folder

Shows the full line in color. Space provided for dealer's imprint. Ask for folder F37.

*Pat. Pending



RANCH CRAFT

CABINET HARDWARE

**New . . .
dramatic . . .
different . . .**

Inspired by the Ranch-type house

It's here . . . now . . . for you—the first *really new* idea in Cabinet Hardware in years. Previewed recently by editors of leading women's and home service magazines, Stanley Ranch Craft Hardware already has obtained recognition for its unique design and styling.

Its strap and horseshoe motifs and functional construction are ideally suited to contemporary or traditional homes. Its mellow antique brass finish complements either natural wood or paint . . . harmonizes perfectly with any color scheme.

Ask your Wholesaler for information on the complete Ranch Craft line. It will sell!

THE STANLEY WORKS, NEW BRITAIN, CONNECTICUT



Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

CHECK YOUR CHAIN SUPPLY NOW

HODELL CHAIN *for every purpose*



Quality and dependability are built right into Hodell Animal Chains. You can order cow ties, tie-out chains, halters, as well as kennel and exercise chains, anti-cow kickers, dog couplers and chain choke collars . . . sold through leading hardware distributors.

. . . are strong and light, available in either welded or weldless types, in most popular styles and lengths. Completely assembled, packed 6 or 12 to a carton, according to size. Also in assortments with display hanger.



. . . in the fast-selling Bulldog pattern are available for immediate delivery. Packaged in a neat, colorfully-labeled carton, each of these Y-Type Porch Swing Sets is complete with a pair of hooks . . . ready to hang a swing. Anticipate your demand . . . order your supply . . . and display them for quick sales.



Hodell Chain available in all types and patterns: Jack, Sash, Safety, Ladder, Sprocket, Pump, Liberty Machine, BBB Coil, Proof Coil, Liberty Coil, Passing Link, Bulldog, Samson, Flat Link, Register.

HODELL CHAIN COMPANY

Cleveland 3, Ohio
Division of The National Screw & Mfg. Co.



FASTENERS



HODELL CHAINS



CHESTER HOISTS



THE BIG NEWS IN THE BIG SWEEP TO SPIN-FISHING



New Airex
BEACHCOMBER
\$28.50

**TWO NEW
SPINNING REELS
BY
AIREX**

THE "BEACHCOMBER" OPENS A GREAT NEW MARKET ... SALT WATER SPIN-FISHING

New sales to old customers...and new customers: men, women and youngsters...that's what this Airex reel means! Brings the thrill of spinning to surf-casting, boat-fishing, squidding, trolling...the excitement of long casts with no backlash, of game fish taken on light tackle. *For all heavy-duty fishing.* Features full stainless steel bail with roller pickup! Capacity 270-yd. 12 lb. test line. Anti-corrosion construction! Convex-faced gears with lifetime guarantee! And new AIREX salt water spinning rods and lines complete the picture.



New Airex
VAGABOND
with new Bail Pickup
\$16.50



AIREX SPIN-FISHING TACKLE MADE IN AMERICA FOR AMERICAN FISHERMEN

Great new lightweight companion to the famous Airex freshwater reels, the "Mastereel" and the "Spinster." The "Vagabond" weighs only 8 oz., yet is of stout Duraloy construction. Capacity 200-yd. 6 lb. test line. New bail pickup plus all the famous Airex features.

write for complete 1953 catalog
AIREX CORPORATION
Division of the Lionel Corporation
411 Fourth Avenue, New York 16, N. Y.



Sporting Goods Dealers have seen Airex Spinning Tackle take the country by storm... make new anglers of men, women and children who never fished before... make spin-fishing enthusiasts out of bait-rod and fly-rod veterans. Big fish and big catch records were broken everywhere with AIREX the spinning tackle made for American fishing conditions. In fact, the whole story of this new and growing sports age of Spin-Fishing is the story of Airex... specialists in spinning tackle exclusively!

Southern HARDWARE

Hardware and Allied Lines -- Farm Operating Equipment

Vol. 122

April, 1953

No. 4

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SOUTHERN HARDWARE for APRIL, 1953

Perfect Balance

The Standard of Play in

Springfield
Softballs and Baseballs

and
Joseph T. Wood Baseball Shoes



From League Park to sandlot, Springfield Official League Balls make the game. Regulation in every respect, they have the built-in life for fast and durable playability. Six baseball and five softball models to satisfy every price range.

Springfield Official League Baseballs

Perfect spheres, perfect balance, cushion cork centers, full yarn wound, scuff-resistant, genuine alum-tanned horsehide covers, hand-stitched with 5-strand waxed thread.

Springfield Official American Fast Ball League Softballs The only officially adopted ball of the American Fast Ball League. Standard or white-lacquered for night play.

Springfield Little League Baseballs

Made to the precise Little League specifications, officially approved and bearing the signature of Carl E. Stotz, League President.

Wood Baseball Shoes

Craftsmen-built for fit, lightness and durability — perfect result of 90 years' experience in the manufacture of athletic shoes. From Blueback Kangaroo (top-choice of the "Pro's") to the officially specified Little League with rubber cleats, there's an expertly-designed, foot-easy Wood Baseball Shoe priced for every ball player.



Sealand, Inc.
Torrington, Connecticut
Since 1876

— the Sports
Brand Millions
Demand!

UNION HARDWARE CO.
THE SPRINGFIELD CO.

BRISTOL HORTON, INC.
JOSEPH T. WOOD CO.

RAIN-BEAU PRODUCTS CO.
THE T. H. WOOD CO.

For New 1953 Catalog

Mail coupon to: SEALAND, Inc., Torrington, Conn.

Please send me the 1953 catalog for Springfield Softballs, Baseballs, and Joseph T. Wood Baseball Shoes.

NAME

CONCERN

STREET

CITY.....STATE.....

Business Trends

AND PRICE CHANGES

Business Activity on High Level As Second Quarter Opens

WITH THE OPENING of the year's second quarter, business continues good. There are prospects for an even further rise in the level of business activity. Steel mills continue to operate at capacity, and factory production is breaking postwar records. For the most part, business leaders view the future with optimism. But in some segments of the economy there is a degree of uncertainty.

For one thing, supply is beginning to catch up with demand in some lines. Farm prices have continued to decline and presently pose the number one domestic problem for the new administration. As a direct result, some commodities, such as farm implements, are showing a drop in sales. However, soft spots, for the most part, are appearing in nondurable goods.

Construction Activity

Construction continues to provide a firm base for business activity. While plant expansion has about reached its peak and may decline in the last half of the year, home building so far in 1953, in dollar volume, is running 13 percent above 1952, while commercial building, so far in 1953—store, offices, warehouses, etc.—is substantially higher.

Meanwhile, manufacturers are maintaining a high level of business. New orders in January were valued at 24.3 billions of dollars, 600 million over December and about one billion above a year earlier. In fact, new orders in January exceeded sales the first time since last July.

Backlogs of orders rose 400 million in January to 72.9 billion, nine percent higher than in January, 1952. In January sales of both durables and nondurables in-

creased over the corresponding month of 1952.

Inventories no longer seem a problem at any level. Manufacturers stocks are up slightly from a year earlier, but for the most part, wholesalers and retailers have inventories in good balance.

Though installment credit continues to expand, reaching an all-time high of 16.6 billion dollars at the end of January, it is unlikely that a new Regulation W will be imposed.

Employment at Record Level

EMPLOYMENT dropped off seasonally from December by one million persons to a total of 60.5 million in January. Most of the decline, according to the Department of Commerce, in non-agricultural employment occurred in holiday employment in the trades and in reduced employment in the construction industry. Compared with a year ago, nonfarm employ-

ment in January was 1.5 million higher. Farm employment began the seasonal increase from the low of late December.

With the termination of many temporary jobs following the holidays, the labor force was reduced by 500,000. The other half of the million-person drop in employment was reflected in a rise in unemployment from 1.4 to 1.9 million in January.

Increase in Sales of Durable Goods

SALES BY durable goods stores increased two percent during January and were 12 percent above January, 1952. However, total retail sales in January, following a record Christmas season, were down one percent.

Sales by stores in the automotive group increased in January after introduction of new model cars. Sales of many of the consumer durable goods also rose. Sales by nondurable goods store dropped three percent in January, as most major groups reported declines.

Farm Prices Received Show Further Decline

FARM PRODUCT prices eased off a little more in January and February following the rapid decline from August to December last year. The Department of Agriculture reports that large supplies and a reduced export market remain the principal factors in the decline. Prices paid for goods and services purchased by farmers slipped two points to 280 reflecting primarily lower prices for feed, feeder cattle, and food. With the prices received index off a little more than the parity index, the parity ratio declined one point to 94 in mid-February, the lowest (Continued on page 92)

Fair Trade Law Killed in Georgia

In a decision on February 24, the Georgia Supreme Court ruled the State's fair trade law null and void. The court held the law unconstitutional because it was passed before the Miller-Tydings Act and is said to violate the "due process" clause of the State constitution. It is believed, however, that the State legislature will press for new legislation which will overcome the Court's objections.

Elsewhere on the fair trade front, a repeal bill has been introduced in Tennessee.



Bristol

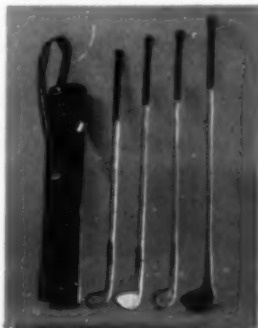
**brings Green glamour
to GLASS RODS**



To Start Youngsters towards the Green

Only Bristol makes "grown-up" golf clubs for little boys and girls between 5 and 11 years old. These Bristol "Cadet" Golf Clubs are not toys — they're real, honest-to-goodness golf clubs like Dad uses. Bristol "Cadet" for youngsters

5 to 8. Bristol "Cadet Major" for children 8 to 11. Both sets offer 1 wood, 3 irons and a bag. The "Cadet" Wood is 29½" long; other clubs built to match. The "Cadet Major" Wood is 34½" long; remaining clubs to match. Build for future sales by starting these youngsters off right with Bristol "Cadet" Golf Clubs.



Now... All-new 1953 Bristol Rods have the Rich Beauty and Luxury Appeal of Custom Design

Green is nature's favorite color! So in 1953 Bristol's Nyglax Fishing Rods are glamorous in gleaming, translucent green glass.

Now Bristol Fly Casting — Trolling — Boat — Surf — and Spinning Rods are fashioned in tubular green Nyglax; while Bait Casting Rods are built in both tubular and solid green glass.

1953 Bristol Rods are either brand new or a famous favorite redesigned with new adaptations — new concepts — new features for better fishing. Watch your customers' eyes sparkle at the gleaming green glass — rainbow colored windings — finest fittings.

Bristol's 1953 Rods are the surest sellers ever produced by Bristol in over 65 years of being the "First Name" in fishing rods. Phone, write or wire for Bristol's catalog today.

Sealand^{INC}
Torrington, Connecticut
Since 1826

— the Sports Brand Millions Demand!

UNION HARDWARE CO.
THE SPRINGFIELD CO.

BRISTOL HORTON, INC.
JOSEPH T. WOOD CO.

RAIN-BEAU PRODUCTS CO.
THE T. H. WOOD CO.

An outstanding opponent of continued expansion of centralized government says



ALLAN SHIVERS has had a notable career in the service of the Lone Star State. At the age of 26 he was elected to the Texas Senate and served three four-year terms. In 1946 he was elected Lieutenant Governor and three years later he became Governor. In 1951 he was elected Chairman of the Southern Governors' Conference.

THE PEOPLE of the United States today have a real opportunity to reverse the trend toward Big Government.

For a discouragingly long time we have seen the growth in this country of a feeling of impatience with any limitations on the powers of the Federal Government. We have witnessed the spread of the doctrine that Congress and the President and the Federal Government should have any power they choose to assume—that they should be permitted to coerce the individual citizen to whatever extent they may deem necessary in promoting their own concept of the general welfare.

Now, happily, it seems that the pendulum is poised for a swing in the other direction: away from an all-powerful central government, away from government by executive decree, away from the specious theory of "paramount rights" assumed without benefit of constitutional or statutory provision—away, in short, from Big Government and its attendant evils.

A demand is growing among the people of the United States—and especially among the people of the South—that government be brought back home.

Back home to the states.

Let's Bring

By **ALLAN SHIVERS**

No. 5 of a series on problems of business and government

Under the basic law of our land, the states have never been in a position of subserviency to the Federal Government. The states are the creators, not the creatures, of the Federal Government. That fact has been too much forgotten.

The doctrine of states' rights is not an empty concept, not merely a topic for speeches by politicians. It is the foundation stone of our whole system of government.

Guarantees States' Rights

Article X of the "Bill of Rights" of the Constitution of the United States provides specifically and in unmistakable terms that all powers not expressly delegated to the Federal Government remain with the states and with the people. That is one of the fundamental safeguards provided in the Constitution. Another is that which guarantees the individual citizen the free and full exercise of certain rights and protects him against encroachment and coercion with respect to those rights.

It is because of such safeguards as these in the Constitution that the American Government has survived longer than any other government which existed at the time of the document's adoption.

Ours is a government which derives its powers from the governed themselves—from the people. Our Federal Government is not sovereign. Only the people are sovereign in this country. In our Constitution, the American people set up a government of law, not a government of men.

To the extent that we stray from this basic concept, our American form of government is en-

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Larger quantities will be supplied at cost, 3c each.
W. R. C. SMITH PUBLISHING COMPANY
806 Peachtree St., N.E., Atlanta 5, Ga.

Government Back Home!

Governor of Texas

"We must fight to halt the flow of governmental power to the national capitol."



dangered. There has been too much straying from it in recent years.

But, say the proponents of an all-powerful central government, conditions have changed along with the times. When the Constitution was adopted in 1787, this country had a population of less than four million and the Union was composed of only thirteen states. The Big Government advocates claim that the men who drew up the Constitution could not have foreseen these changes and would not have presumed to legislate finally for a country which is now composed of forty-eight states with a combined population of more than 150 million.

Is there justification for this claim?

I think not.

We Have a Federation of States

I believe that the framers of the Constitution meant for certain of its provisions to be rigid as language

could make them. I believe that they intended for these provisions to remain unchanged through the years, so long as this nation should endure. It is my considered opinion that these rigid provisions are principally responsible for the survival of our Constitution for one hundred and sixty-five years, making it today the oldest constitution in continuous operation in the world.

The provisions I am talking about are those which set up our government as a federation of states—a Federal Government—and not as a centralized national government.

There are several such provisions. Let us consider just two of them: that providing for amendments to the Constitution and that giving each state equal representation in the United States Senate.

The Constitution provides, of course, that amendments may be submitted to the States by two-thirds vote of each house of Congress. But amendments cannot be put into effect until they have been ratified by

three-fourths of the states. It is important to note that this ratification is not by the people of the United States as a whole. Such ratification must come from the states acting as separate units. In the process, any state has as much voice as any other state, regardless of their respective populations.

The other provision mentioned reads as follows: "No state, without its consent, shall be deprived of equal suffrage in the Senate." That provision, above any other in the Constitution, guarantees that we shall have a federal form of government—that is, a government made up of a federation of states, and not a centralized national government. In the legislative processes carried on in the Senate, as in the ratification of proposed amendments to the Constitution, every state is equal with every other state.

The chief argument made in favor of this form of government, at the time the Constitution was being written, was that this country would expand, that it would grow in area and population, and that only a federated government could survive such expansion and growth. The history of the past one hundred and sixty-five years certainly has proved the soundness of this contention.

If it had not been for these safeguards, our Government would have passed years ago under the control of a baker's dozen or so of the most populous states. Our Constitution and our Government have survived precisely because we have had a federated government, a federation of states.

Framers of Constitution Foresaw Changes

There have been great changes in this country since the Constitution was adopted, certainly; but the greater the changes, the more apparent becomes the wisdom of the authors of the Constitution in making certain provisions inflexible.

In 1887, when our Constitution was a century old the population of the United States had grown to sixty million people, or fifteen times the population of the country at the time the Constitution was adopted, and the number of states had increased from thirteen to forty-one. Those figures represent tremendous changes. But here we have gone on for another sixty-five years, with the population increasing by 150 percent and with seven more states added to the Union, without making any fundamental change in our Constitution or in our form of government.

It is a weak case the Big Government proponents advance in support of their theory that the authors of the Constitution would have framed that document differently if they could have foreseen the great changes destined to take place in the United States. The framers of the Constitution did foresee change. They deliberately planned and worked to prepare the Union to meet change without its essential governmental structure being impaired.

The Constitution has been subjected to a terrific battering during recent years. It has been assailed as an obstacle in the path of progress. Its authors have been stigmatized as representatives of privilege. Those who hold an abiding respect for the letter and spirit of the Constitution have been labeled reaction-

aries. Those who have defended its principles have been termed "economic royalists" and "tories."

In spite of all this, however, the Constitution is still the Constitution. Our Constitution, as drawn up in 1787 and as amended from time to time since then—by the states as separate units—is as much for today as it was for yesterday and will be as much for tomorrow as it is for today.

To the extent that Big Government has led us away from the basic doctrine that this Union is a federation of states, we must fight our way back.

In this fight, the states themselves are in a position of critical importance. Only by bringing government back home can we make certain that the individual and social and economic freedoms guaranteed to us by the Constitution remain in effect.

The states are the battleground on which we must fight to halt the powerful flow of governmental power to the national capitol. We may as well recognize that, regardless of which political party is in power in Washington, we shall have always with us those self-seeking or misguided men who want Washington to fill the role of that well-advertised soap powder which "does everything." It is up to those of us who hold to the traditionally American concept of states' rights to oppose the plans of these men, no matter in what high places they may be seated, no matter what their political allegiance.

Along with the assertion of states' rights there must be, of course, an assumption of states' responsibilities.

It is vitally necessary that we get away from the idea of letting Uncle Sam do it. We must show less eagerness for handouts—of our money—from the Federal Government, for with the handouts inevitably goes control. We must vigorously and unceasingly resist efforts by any department of the Federal Government to encroach still further on our inherent rights as states; that, indeed, is our basic responsibility.

From my own experience in state government, I should like to add a cautioning thought that the seats of state government must not themselves become miniature Washingtons. The idea of bringing government home to the people should work downward as well as upward. Counties and municipalities within a state have their own rights in respect to local self-government. Those rights should be rigorously upheld and zealously protected by the several state governments.

In working to bring government back home to the people, the states of this Union are simply performing a duty to their citizens and to their businesses and industries. That duty is to maintain the proper perspective as regards freedom of the individual and freedom of business enterprise.

For the individual units of this federation of states, ours is a time of challenge and of opportunity. We can realize the opportunity by meeting the challenge.

REPRINTS up to five will be furnished without charge.
Larger quantities will be supplied at cost, 3c each.
W. R. C. SMITH PUBLISHING COMPANY
806 Peachtree St., N.E., Atlanta 5, Ga.

YOUR Name Listed ...at no extra cost!

During May and June, big advertisements for Lumite*
screening will appear in selected local newspapers.

There's still time to get *your* name listed in the advertisement...
to bring customers into *your* store for Lumite screening and other spring supplies.

How? Ask your jobber, or write direct to us for particulars.

The advertisement features a man in a white lab coat pointing at a newspaper clipping. The clipping is for Lumite window screening and includes the following text:

LUMITE
SARAN SCREENING

LUMITE*
WINDOW
Screening
won't rust,
corrode or
stain

GET LONG-LASTING LUMITE AND OTHER SPRING FIX-UP SUPPLIES AT

LUMITE
SARAN SCREENING

*Registered Trade-mark

LUMITE DIVISION Chicopee Mills, Inc., 47 Worth St., N.Y. 13, N.Y.

HARDWARE

INDUSTRY NEWS

Zorek Heads Advertising at Ocean City-Montague

BEN C. ZOREK has been appointed advertising manager of Ocean City Manufacturing Co. and Montague Rod & Reel Co., Philadelphia, Penn., according to Paul J. Johnson, chairman of the board.

Mr. Zorek has been on the Ocean City-Montague executive staff since June, 1952. Previously he had served for two years as



Ben C. Zorek

general manager of the Haver-town Printing Co., where he specialized in sales, advertising and estimating. His earlier business experience included 14 years with the Philadelphia Record & Camden Courier-Post newspapers, and later at Cuneo Eastern Press.

Phoenix Names Gosselin Assistant to President

PHOENIX Mfg. Co., Joliet, Ill., announces the appointment of John W. Gosselin as assistant to the president. Mr. Gosselin has been connected with the company in both operating and sales divisions since his graduation from Yale in 1949. During World War



John W. Gosselin

II he served as an ensign in the Navy and Merchant Marine.

Ristau Heads Rockwell Power Tool Sales

W. F. ROCKWELL, JR., president of Rockwell Manufacturing Co., Pittsburgh, Penn., announces the appointment of E. W. Ristau as vice president in charge of sales of the Power Tool Division, which includes the Delta Power Tool line, Deluxe Saw & Tool Co., and Rockwell Tools, Inc.

Mr. Ristau, long associated with the field of industrial distributor



E. W. Ristau

selling, began his power tool career with Skilsaw, Inc., where he became vice president. In 1951, he joined Rockwell as general manager of Rockwell Tools, Inc. He became director of sales and advertising of the Delta Power Tool Division in 1952, in which capacity he has functioned until his present appointment.

Mr. Ristau will be located at the Rockwell home office in Pittsburgh.

Dynes to Manage Columbian Rope Sales

GARDNER P. DYNES was appointed general sales manager of the Columbian Rope Co. at a meeting of the board of directors on



Gardner P. Dynes

January 31. He will succeed Charles H. Mosher, who will continue to serve as vice president of sales for the company.

Mr. Dynes has been associated with Columbian Rope for the past 36 years, first joining the organization in 1917. After serving in World War I, he returned to the company in 1919, and worked in several departments throughout

(Continued on page 62)

The MOST OUTSTANDING IMPROVEMENT for lawn mowers in FIFTY YEAR



The Weed-Topper, on the Moto-Boy and Scout, is an outstanding improvement over the conventional power lawn mower. A once-over cutting leaves a beautiful lawn, no weeds, plantain, buckhorn or dandelions left uncut, as the Weed-Topper cuts these ahead of the cutting reel.

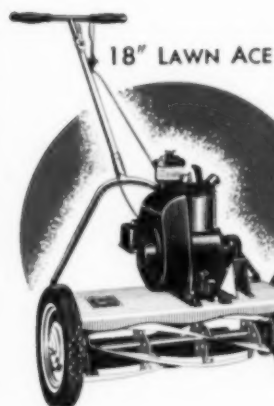
WEED-TOPPER

Close-up of mechanism that drives Weed-Topper

optional equipment at the factory

for SCOUT or
MOTO-BOY
models

Equipped with Weed-Topper
cuts a slightly narrower swath
than the regular models.



18" LAWN ACE



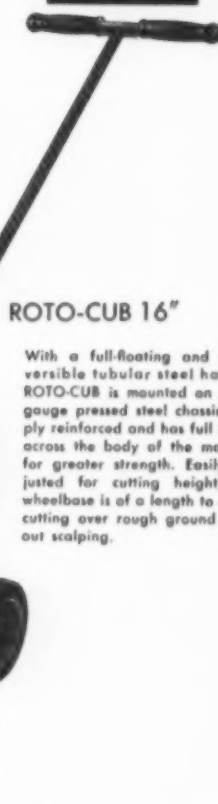
MOTO-BOY 20"



22" SCOUT



POWER-CUT 17 1/2"



ROTO-CUB 16"

With a full-floating and a reversible tubular steel handle, ROTO-CUB is mounted on a 14 gauge pressed steel chassis, amply reinforced and has full axles, across the body of the machine for greater strength. Easily adjusted for cutting height, the wheelbase is of a length to allow cutting over rough ground without scalping.

MOTO-MOWER, manufactured in the most modern plant in the industry, employing all of the efficiencies of progressive conveyor production, is the standard of value in the power mower field. . . . The entire "hardware line" of MOTO-MOWERS consists of seven different models; four reel-types, sizes 17 1/2" to 22" and three Rotary-types 16" to 20" . . . there is a model to take care of every size and type of lawn—to meet all competition . . . send for complete information.

The best known name in power-lawn-mowers for thirty-four years

MOTO-MOWER

4600 Woodward Avenue • Detroit 1, Michigan

Company

the mills at Auburn, New York. He was transferred to the company's Chicago branch, but returned to Auburn in 1927. In 1941 he became assistant sales manager, and was named assistant general sales manager in 1948, a position he has held continually since that time.

Keith Named to Ocean City-Montague Sales Post

JOHN D. KEITH has been named sales manager of Ocean City-Montague, Philadelphia, Penn., according to Paul J. Johnson, chairman of the board. His appointment becomes effective immediately.



John D. Keith

Mr. Keith, who has been active in the sporting goods field since 1940, has been with Ocean City-Montague for the past five years in sales and executive capacity. For the last 18 months he has been manager of defense production for Ocean City Mfg. Co., directing the work of several hundred employees engaged in the manufacture of ammunition components for the U. S. Army Ordnance Corps.

Oden Joins Robeson Sales Department

THE ROBESON CUTLERY CO., Perry, New York, announces the ap-



Daniel G. Oden

pointment of Daniel G. Oden to its sales department, effective March 1. Mr. Oden will contact hardware stores in Alabama, Mississippi, Tennessee and Kentucky.

Robeson cutlery products are sold on a factory-to-dealer basis and include all types of cutlery.

National Hardware Show Announces 1953 Dates

THE 8TH ANNUAL national hardware show will be held October 5-9, 1953, Grand Central Palace, New York City, Frank Yeager, Director of this show, has announced. He also stated that the show was being held the week preceding the convention of the American Hardware Manufacturers Association and the National

Wholesale Hardware Association in Atlantic City.

The 1952 National Hardware Show was the biggest trade show ever held at Grand Central Palace, according to the announcement. Some 727 exhibitors utilized all available space. The attendance hit a new high of 34,117, with buyers coming to the show from all parts of the United States and 52 foreign countries.

For the 1953 show, all four floors of the Grand Central Palace will again be used.

The entire fourth floor of the Palace will be devoted to Lawn, Garden and Light Farm Equipment. This will be an entirely new feature of the Show.

Jacobsen Holds Spring Sales Meeting

A SEMI-ANNUAL, 3-day meeting of the sales organization of the Jacobsen Mfg. Co. was recently concluded at the company's headquarters in Racine, Wis. Final plans and schedules for the nationwide series of spring sales clinics now under way were completed. The new sales slide film, entitled "Mower Sales for More Profit" was unveiled at the meeting.

Also featured were two new power mower models—an 18-inch electric rotary and a 20-inch
(Continued on page 64)



Sales organization of Jacobsen Mfg. Co. at recent sales meeting



Handle It--
for Profit!

**ELEPHANT
BRAND**

"Chain-Pack"
Trade Mark Registered

In the All-Steel CHAIN-TAINER with the handy handle

EVERYBODY says it's the handiest way to buy chain they've ever seen. That's why the sales of ELEPHANT Brand "CHAIN-PACK" are going up — Up — UP!

The "CHAIN-TAINER" with the handy handle is a strong, attractive, all-steel container that's ideal for re-use. It contains 100 lbs. of any one of the 4 fastest-selling sizes of ELEPHANT Brand PROOF and BBB Chain, made by the oldest chain manufacturer in America. It's sealed to protect the chain against rust.

ELEPHANT Brand "CHAIN-PACK" is a superior package — of quality chain — priced for competitive selling. It's easy to handle — stock — display — sell. Push it — and PROFIT!

Two Different Colored Labels for Easy Identification:

GREEN LABEL: Identifies PROOF Coil Chain

RED LABEL: Identifies BBB Coil Chain

Size of chain, weight, and approx. footage clearly indicated on labels.

Ask Your Jobber

ELEPHANT  **BRAND**
Products

NIXDORFF-KREIN MFG. CO., 916 HOWARD ST.,
ST. LOUIS 6, MO. — EST. 1854



MAKERS OF ALL TYPES OF WELDED CHAINS • TIRE CHAINS • SINGLETREES • WAGON AND TRUCK HARDWARE

self-propelled, gasoline powered rotary. The 1953 Jacobsen time payment plan also formed one of the subjects of the conference.

Savogran Names Higgins Vice President, Sales

ALFRED HIGGINS, formerly national sales manager of The Savogran Co., Boston 14, Mass., manufacturers of paint sundries and "Do-It-Yourself" home upkeep products, has been elected vice president in charge of sales and a director of the company.

South Bend Names Brooks to Executive Position

GERARD W. BROOKS has been named vice president and general sales manager of the South Bend Bait Co., according to an announcement by Harold O. Stream, president. The appointment is another step in the broadening of the company's sales program, which will enable further cooperation and service to the trade, Mr. Stream said.

Mr. Brooks has a broad background of experience in selling, merchandising and in sales management. He has served as merchandising manager of Tatham



Gerard W. Brooks

Laird, Inc., and as assistant general sales manager of E. J. Brach & Sons.

Advertising and all sales promotional activities in the company's new program will be in charge of H. P. Gibson, vice president. Mr. Brooks will be in complete charge of all sales and distribution activity and will direct the development of all merchandising programs.

P&F Corbin Concludes Training School

SIXTEEN customer representatives from 14 states and two divisional employees were graduated from the P & F Corbin Division's eighth annual sales training school

on February 6. The school was conducted in New Britain, Conn., January 26-February 6.

The course was under the direction of Harold E. Medbury, director of sales training, and Harold E. Kent, contract sales manager. The program included a complete resume of the Corbin line, application of products, pricing, inspection tours through factory departments, and a series of special lectures by sales, production, and engineering executives.

Including members of this latest school, 138 men from 30 states and six foreign countries have taken the Corbin sales training course.

M. S. Stotler Joins Eagle Advertising Staff

MILLARD S. STOTLER of Canton, Ohio has joined the staff of Eagle Manufacturing Co., Wellsburg, West Virginia, effective February 1, 1953. He will assist with advertising and merchandising of Eagle oilers and gasoline cans. Mr. Stotler's experience includes practical application of advertising methods for various manufacturers, having been previously associated with an engraving firm in Canton, Ohio.

Southwest Sports Show Scheduled for April 17-26

MORE THAN 75 nationally famous sporting goods lines will be displayed at the fifth annual presentation of the Southwest Sports, Boat & Vacation Show which will be staged under the management of United Sports & Vacation Shows at State Fair Park, Dallas, Texas, April 17 through 26.

In addition to the manufacturers' section and an equally large showing of travel and vacation products, the marine industry will be represented with 26 different makes of boats, and outboard motor displays.

(Continued on page 94)



Representatives attending eighth annual Corbin sales training school

Red Tag's
Merchandising
Tips



"Show your customers the straight weave in these two Cyclone Hardware Products"



● Because your customers appreciate quality, you can often clinch the sale of Cyclone Insect Wire Screening or Cyclone Hardware Cloth by asking a customer to take a closer look at the way these products are made.

Weaving the wire is the key operation in manufacturing both Cyclone Insect Wire Screening and Cyclone Hardware Cloth, so that's a good place to focus

the customer's attention. Show him how uniformly they are woven; how straight and parallel the wires are. Explain that this makes it easier to cut square . . . easier to tack into the frame. And it's a good assurance of long life.

In Cyclone Insect Wire Screening, you can offer your customers a choice of *Galvanized*, *Bronze* or *Aluminum*. It is manufactured in all standard widths and standard mesh sizes.

Woven Cyclone Hardware Cloth, in addition to precision weaving, features the popular Cyclone welded selvage — flat, even and good-looking. Available in standard widths and mesh sizes.

On these Cyclone Hardware Products, the Cyclone "Red Tag" label is an added sales point, assuring customers they are buying top-quality products. Check your stocks today and order from your jobber.



CYCLONE FENCE DEPT., AMERICAN STEEL & WIRE DIVISION
UNITED STATES STEEL CORPORATION
WAUKEGAN, ILLINOIS • SALES OFFICES COAST-TO-COAST
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

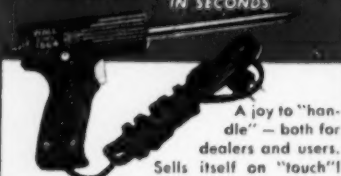
U-S-S CYCLONE "Red Tag" HARDWARE PRODUCTS

UNITED STATES STEEL

GET READY! FOR THE PROFIT PARADE

WALL

TRIO • R • HEAT SOLDERING IRON



A joy to "handle" — both for dealers and users. Sells itself on "touch"!

- Heats QUICK—at the touch of the trigger!
- Heats RIGHT — Heat-Control thermostatic action ends tip burning—without the use of transformers or fragile thermostats!
- Heats LONG — Thermostatic action guaranteed for life of iron!
- SPOTLIGHT — switches on for interior soldering!
- Sells QUICK — with a neat profit! Self-display box is a real eye-catcher!

SUGGESTED LIST PRICE \$11.95 ea.

WALL INDUSTRIAL SOLDERING IRONS



The perfect production-line soldering iron. Designed to take punishment, so it appeals to all industrial users who are economy-minded.

- Thermostatic action prevents tip burning!
- Built to withstand continuous heavy duty!
- Heats 4 times faster than most other irons!
- No radionic interference while in use!
- UL and Canadian Standards approved!
- Successfully passed the 65° below zero test!
- Precision wound on pure mica sheet!
- Heat-Control means greater economy!
- Complete size range . . . 20 to 1000 watt!
- Operates on 110-120 volts, AC or DC!

OVER 20,000,000 SOLDERING
PRODUCTS SINCE 1864



WALL
MANUFACTURING CO.
GROVE CITY • PENNSYLVANIA

WHOLESALE NEWS

Death of Jim Lawrence, of Baird Hardware Co.

J. L. (JIM) Lawrence, vice-president in charge of sales, Baird Hardware Co., Gainesville, Fla., died in a Jacksonville hotel on Friday night, March 6, presumably from a heart attack. The circumstances were particularly tragic because he was in Jacksonville at the time to be with Mrs. Lawrence, who had just been operated on, in a Jacksonville hospital. The funeral services were held in Gainesville on March 9 and interment was in Ft. Myers, Fla., on the following day.

Mr. Lawrence, who was 65 years of age, had a wide acquaintance in all branches of the hardware industry. He had been associated with Baird Hardware Co. since June 1931. He was at one time a member of the executive committee of the Southern Wholesale Hardware Association.

S. B. Hubbard Co. Holds Two-Day Sales Meeting

A TWO DAY sales meeting was held January 31-February 1 by
(Continued on page 98)



Shown above are members of the company attending the recent sales meeting held by the Wholesale Hardware Division of S. B. Hubbard Co., Jacksonville, Florida



This \$5,000 electrically operated score board not only keeps the home fans up with the game, but provides an excellent advertising medium for the Bluefield Supply Co., Bluefield, West Virginia. The scoreboard recently was presented by the company to the city's municipal stadium

COLONIAL'S 10th Anniversary Special

The Outstanding Value in the Brush Industry!

ALL PURE BRISTLE
36 Wall Brushes
to Retail for \$36.00^{TOTAL}!

12 Brushes, 3" Size,	Reg. Value \$1.00 Ea., to Retail for 75c = 9.00
12 Brushes, 3 1/2" Size,	\$1.50 Ea., to Retail for 1.00 = 12.00
12 Brushes, 4" Size,	\$2.00 Ea., to Retail for 1.25 = 15.00
36 Brushes,	Regular Value \$54.00 To Retail for \$36.00

Dealer's Cost Only \$24.00



* FOR OVER A QUARTER CENTURY OUR MANAGEMENT HAS MANUFACTURED AND MERCHANDISED POPULAR PRICED BRUSHES
 ... IN FACT, IT'S OUR THIRTY-FIRST YEAR!

A PACKAGED DEAL
 36 Brushes to a Carton Ready to Re-ship.

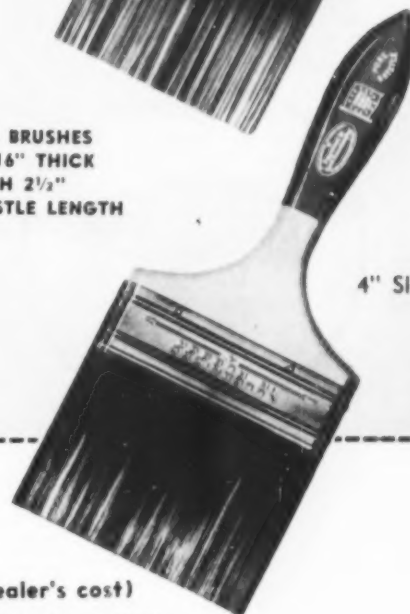
Carton contains 2 boxes 3", 2 boxes 3 1/2",
 2 boxes 4" each containing 1 1/2 dozen



3" SIZE



3 1/2" SIZE



4" SIZE

ALL BRUSHES
1 1/16" THICK
WITH 2 1/2" BRISTLE LENGTH

MAIL THIS COUPON TO :

Kindly Send Us:

.....Cartons at \$24.00 each (dealer's cost)
10th ANNIVERSARY WALL BRUSH SPECIALS
 packed 1 dozen each 3", 3 1/2" and 4"

NAME _____

STREET _____

CITY _____ **ZONE** _____ **STATE** _____

(If You Are a Dealer, Please Write the Name of Your Jobber in the Margin Below.)



COLONIAL BRUSH MFG. CO., INC.
160 WASHINGTON STREET, NO.
BOSTON 14, MASS.

Telephone: Richmond 2-2515



**THE NAIL THAT SEALS
ITS OWN HOLE**

DIXISTEEL
TRADE MARK
LEAD HEAD NAILS *

*Made under patent number 2077784



***The nail that never
loses its head!***

Complete head is encased
in lead which seals the
hole—prevents leaks and
rust. Won't fly off!

Here is the ideal roofing nail to sell. It builds customer satisfaction; builds profits for you.

The head is encased in lead, which spreads and seals the hole—prevents leaks and rust.

Dixisteel Lead Head Roofing Nails are made by a patented process. More than 6,000 pounds of pressure is applied to compress the lead over and under the head as well as down the shank.

They can't be over-driven. Their heads will not fly off as a result of contraction or expansion of the roofing during weather changes or high winds.

Available bright or hot-dip galvanized in seven lengths: 1, 1¼, 1½, 1¾, 2, 2¼, and 2½ inches. All are No. 10 gauge.

Order a supply from your wholesaler or jobber.

● ***Free samples on request!***

ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA

Future orders are an essential part of further progress. They assure a more orderly and profitable distribution in every phase of the hardware business



It's all out of joint—

THE BACKBONE of Our Business

IN 1917, going through some papers of my father, the late C. E. Nash, I came across a pamphlet which had been published by one of the then, as now, big distributors, I am not certain which.

Contained in this pamphlet were a number of proverbs, or parables, except that they were not obscure as to meaning, as in the case with some parables. They were all short and to the point and all were—and probably still are—applicable to the hardware business.

One of them in particular struck me with considerable impact and made such a profound impression on me that in the operation of our business I have kept it constantly in mind. This statement was:

"Future orders are the backbone of the hardware industry."

If that is true, and I am convinced it is, then the backbone of our industry is in a sadly disjointed state today.

In the many years following discovery of that pamphlet, I have had occasion to observe repeatedly that some phase of merchandising on all seasonal goods proves that future planning is a major factor.

Statistics among those I have accumulated show that half of the total business of a typical retail hardware store results from the

sale of seasonal goods, not from turnover and impulse sales.

Statistics also show that something like 89 percent of all creative selling is applied to seasonal merchandise. And creative selling, by my definition, is when the dealer, through his own promotion, creates a desire in the mind of the consumer to purchase an item the consumer had no intention of buying. Seasonal merchandise creates practically all the profit any hardware store ever makes. It is the cream on the milk.

Our industry was built at all stages of distribution on the future purchase of merchandise, and advance planning for movement of that merchandise.

In the old days—and in this in-

stance I think it was the "good old days"—a merchant going into the spring season would look over all the spring lines available. He would do this well in advance and he would do it with great deliberation, selecting the lines he liked best at a time when there was no great demand for this merchandise.

Then he would place reasonable orders. He would get the merchandise into his store early. He would plan and then arrange displays and, highly important it seems to me, he would hold meetings with store personnel, to the end that all sales people would be thoroughly conversant with the merits of the merchandise. Then he would actually put the merchandise on sale and launch a selling campaign, well before the start of the active selling season.

Unfortunately, the practice of placing such future orders has fallen into disrepute and merchants are not planning their merchandising in advance today. If they were, the wholesaler could anticipate his needs with the man-

By Charles E. Nash*

President, Southern Wholesale Hardware Association

*Mr. Nash is president of Nash Hardware Co., Fort Worth, Texas. He has been prominently identified in the affairs of the Southern Association for many years—as chairman of the Sporting Goods Division, member of the executive committee, and more recently as vice president. He was elected president of the association last year.

"Dealers must merchandise, and the simplest, most effective means to that end is by planning seasonal merchandising well in advance, selecting carefully and deliberately from all goods offered, then training the retail sales force how to sell those products."

ufacturer, just as he once did.

There is not in existence a manufacturer who can make enough seasonal goods—in season—to supply the trade. All along the line, needs must be anticipated. But, if the wholesaler anticipates without orders, he is merely guessing on what items to stock. Oftentimes, when it is too late to manufacture, the dealer suffers from want of items the wholesaler did not buy.

Currently, one of the biggest gripes in the hardware industry is that no wholesaler in the United States has a really good stock. You hear it everywhere you go and it is the fault of the retailer, the wholesaler and the manufacturer. It is a condition spawned by World War II.

Past Abuses

During that well-remembered period of emergency, manufacturers were utterly unable to determine what to make. Unscrupulous wholesalers, and ill-advised but honest wholesalers, booked ridiculous quantities of materials for distribution to dealers, many of whom also ordered in quantities that were ridiculous. Then there resulted a ridiculous situation.

When the manufacturer could not deliver, the dealer who had anticipated his needs with some accuracy, oftentimes got no merchandise at all, while others got the ridiculous quantities they had ordered.

A development in our own company during that period, with respect to stoves, suggests itself as an example of what happened.

We bought as many stoves as the manufacturers offered. In advance, we tried to plan an equal division among our dealers. Later, however, the manufacturers, due

to war restrictions, were unable to deliver the quantities we had ordered. And, subsequently, dealers did not get as many stoves as they ordered.

At this point the backbone of our hardware business started coming unjointed. Next time, everybody ordered stoves from everybody and everybody shipped. The result, in a great many cases, was a five-year stock of stoves and this destroyed faith in the system, expressed in the proverb: "Future orders are the backbone of the hardware industry."

Now there are new dealers and new suppliers who have not lived through what must be referred to—somewhat vaguely, it is true—as a normal period for business, a period in which it was necessary to create business. Actually, there have been no normal times as I define them in the past 12 years.

So there are many in the hardware business now who have had no experience in planning ahead for that 50 percent of total business represented in seasonal goods. They have little or no knowledge that they should do this when they have the time to work it out carefully and really do a job of promotion when the goods arrive.

One segment of the trade has lost faith because those in this category remember overstocks of the war. Remembering those overstocks feeds a fear of repetition that has slammed the door on a come-back by the future-orders system.

Another segment goes along in ignorance of the system. Actually, those belonging in this category lack ability to book future orders and plan accordingly.

And in our own ranks, some wholesale salesmen impose an almost insurmountable handicap on reactivation of the future orders

system. Many of today's wholesale salesmen are relatively new to the business. Their approach to the problem involves the negative attitude that in asking a dealer for future orders on seasonal merchandise, they are imposing on the dealer!

Dealers must merchandise, and the simplest, most effective means to that end is by planning seasonal merchandising well in advance, selecting carefully and deliberately from all goods offered, then training the retail sales force how to sell those products.

Regrettably, many retail salesmen of today have little product information at their command, and a recent experience of mine confirmed, at least for me, that conviction.

Need Product Knowledge

Principally for the purpose of testing my conviction, I went into a retail store to inspect food mixers. I found my way to the display where there were three mixers, and soon there was a salesman alongside. When I inquired about these mixers the salesman identified each by brand name and asked, "Which one do you want?"

I replied that I wasn't at all sure, that I didn't know anything about mixers, and I asked him to tell me about them. He again named them each by brand, adding the price quotation, and when I asked if he would recommend any one over the other two, he said, "No, that's about all there is to it. One's about as good as the other."

On another occasion I examined, in a retail store, a gadget for attaching at the end of garden hose. When I asked about it, the salesman said:

"Well, it's supposed to choke down the flow of water to keep it from washing. It might work, I don't know."

In our business we use a booklet produced in our own printing plant. It is identified as "Spring Futures Booking Information." It includes all the information available on our lines, down to terms which permit retail dealers to have the merchandise on hand for a reasonable length of time before they pay for it.

We have had some success with this booklet, which is well illustrated. Still, we don't get all the
(Continued on page 100)

Steps we can take to prepare for



Mr. May is a vice president of the Southern Wholesale Hardware Association

Changing Conditions

By S. D. May

President, Bluefield Hardware Co.
Bluefield, W. Va.

THERE SEEM to be wide differences of opinion as to business conditions and price trends during the next year or two or three. Volume may continue to expand or it may ease off. Prices may go up or prices may go down. No one can say too definitely as to that, for the determining factors, such as the international situation, are beyond our individual control.

But one thing certain is that the factors affecting our volume and profits do change from time to time, and we should anticipate such changes and be prepared for them.

There is, for instance, the matter of government controls. In November 1946 we found ourselves faced with the cancellation of practically all types of government controls on prices, wages and priorities. There were few of us who shed any tears when those who had been operating the Office of Price Administration (OPA) and other government agencies were released by the Government and we were again left free to manage our business affairs as we were formerly accustomed to doing.

That cancellation of controls in 1946 led immediately to higher prices, higher wages and greater production. This condition "boomed" along until the last quarter of 1948 when the demand for items made scarce by the all-out war effort eased off, and all of us entered a highly competitive "readjustment" period from that

time until the middle of 1950.

Then came Korea—with more government controls, more red tape, more taxes. But for fear we might be too disgusted with the latter, let us be very thankful that never yet, thanks to inefficiency, have we gotten all the government or government controls that we pay for.

Now again we have been largely decontrolled and we are again on our own. Now again comes another period when we must exercise our best judgment as to what will happen to prices, to wages, and whether we will be faced with a period of plentiful supply or a period of scarcity.

Opinions on these points will differ. It is my own belief that prices will be little if any higher, that wages will not be greatly affected, either up or down; but that, due to the marvelous capacity of our factories to produce, we will be offered more merchandise than

we can possibly sell. If so, the emphasis must be on our buying and inventory controls.

Several years ago we installed the Kardex system of inventory control in anticipation of the time when scarcity would not be the order of the day.

To install this system we took an accurate physical inventory and from that date entered all incoming shipments and all sales on each and every item. We endeavor to control inventory on all items—not only to prevent excessive stock but also to eliminate back orders, and as a result we buy more often but in smaller quantities than formerly.

Please do not think we have eliminated all foolish buying, for that certainly is not the case. But we are now in position to buy more intelligently.

In handling our perpetual inventory we use a man in charge
(Continued on page 100)

- Efficient inventory control
- Improved selling techniques
- Firm credit policy
- Addition of new, volume lines
- New accounts, carefully selected
- Speedier processing of orders



The Junior Board of Directors in session: Seated left to right around table, Parks Dimsdale, store manager; Thelma Walker, secretary to Mr. Paden; Dean S. Paden, company president; W. M. Sharp, chairman, who is manager of the appliance department; Lucille Simms, secretary; C. A. Edwards, house salesman; Martha Miles, assistant advertising manager. Rear: Fred Burrell, OPS liaison head; L. H. Morrison, store manager; Troy Jones, assistant warehouse manager; Otto Walz, store manager; and Dick Douthat, assistant manager sporting goods department

To build the best in employee teamwork

King Makes Them Partners

EMPLOYEE TEAMWORK—a much-lamented failure in many businesses—is an outstanding reality at King Hardware Co., Atlanta, Ga., where the company's Junior Board of Directors, as an instrument of management, has been largely responsible for the notable

effectiveness of an employee suggestion system.

The Junior Board is charged with a multitude of real responsibilities ranging from rigid quarterly inspections of the company's retail outlets to the planning of employee social events. And its

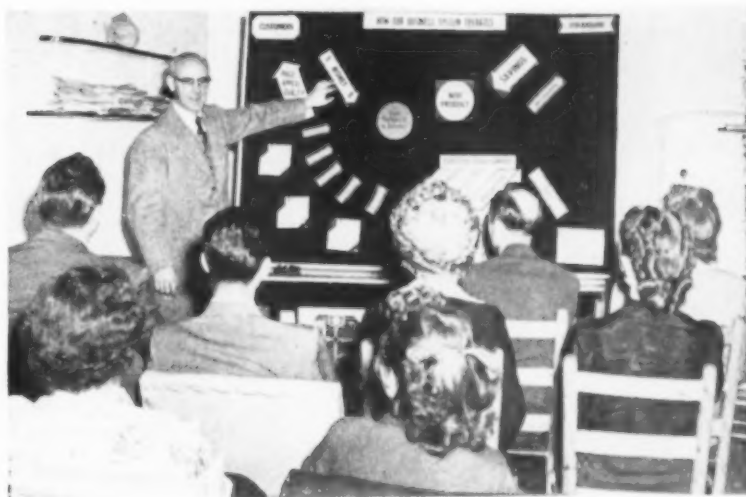
action on employee suggestions has brought about such innovations as a 5½-day work week, the establishment of an employee lounge in the wholesale warehouse, an efficient warehouse intercommunication system, and a long list of other worthwhile benefits for King Hardware's wholesale warehouse, main retail store and 17 branch retail stores scattered throughout the Atlanta area.

Aside from its work in evaluating the worth of employee ideas and suggestions, the Junior Board of Directors has proved to be an unbeatable method of affording executive training to capable employees, and since its organization in April, 1940, a number of employees, as a result of the management training received on the



Employees take a "break" in the well-equipped lounge in the wholesale warehouse. The lounge was set up as the result of a Junior Board recommendation. All equipment was furnished by the company

Fred Burrell, a member of the Junior Board, gives talk to fellow employees on "How Our Business System Operates." Well-received by employees, the course further sharpened their interest in the company's problems and methods of operation



Aside from its work in evaluating the worth of employee ideas and suggestions, King Hardware Co.'s Junior Board of Directors, for thirteen years, has proved to be an unbeatable method of affording executive training to capable employees

board plus their competent work, have advanced to positions of greater responsibility in the company.

J. L. Watson, for example, one of the seven original members of the board, now holds the position of treasurer of the company and is a member of the Senior Board of Directors. Another member of the first Junior Board, E. H. Fos-

ter, who served at one time as a store manager, now is retail merchandise manager and a member of the Senior Board. C. C. Abercrombie, also a charter member of the Junior Board, now holds the position of wholesale merchandise and promotion manager. A former secretary, Miss Ethel Pritchett, who served many terms on later boards, presently is manager of

the wholesale office and assistant credit manager; while W. H. Murden and G. M. Treadway, former members of the Junior Board, serve respectively as retail merchandise manager and as head of the purchasing department.

Both company officials and employees are convinced that there is no better device for building sound employee relations. Yet, despite the impressive accomplishments of the Junior Board of Directors, it was established and continues to operate within the framework of only the simplest rules and regulations—though always with the enthusiastic backing, understanding and encouragement of the company management.

The by-laws of the Junior Board, in fact, remain substantially unchanged after 13 years of operation, although on the recommendation of the board the total number of members was increased from seven to nine as the company expanded; and as a result of still further growth, membership was increased to 11 in 1951. One additional change in the by-laws requires that a majority of those serving on the board now must have duties of an executive nature. Originally, all were required to have executive duties.

(Continued on page 104)



Miss Ethel Pritchett, assistant credit manager, uses wholesale warehouse intercommunication system, installed as the result of a recommendation by the Junior Board

Moore-Handley's training program is

Developing Permanent



Luther Doty, Research Committee member, works on plans for rearrangement of company's warehouse

THAT EMPLOYEES are a company's greatest expense is an old business saying mouthed too frequently without an acknowledgment that these same employees, well-trained, can be a company's greatest asset.

On this proven business principle, Moore-Handley Hardware Co., wholesalers with headquarters in Birmingham, Alabama, have based an extensive training and education program which takes in all employees from the new clerk to the company president.

"Minds are more important than machines," says W. W. French, Jr., Moore-Handley president. "Both must function smoothly and at the highest rate of efficiency to keep abreast of modern trends."

Mr. French believes that an employee who knows his company, the products it sells and the job it performs is "five times more valuable than one who never gets beyond the knowledge and activity of his own department."

There is nothing startlingly new

This comprehensive educational program is proving that employees, well-trained, can be a wholesaler's greatest asset

in the program of Moore-Handley, but there are some fresh angles and practical attitudes that merit special consideration. The program is being broadened so that eventually every employee who works for the company will not only perform a certain job for certain pay but will spend part of his time learning what makes his company tick.

To begin with the simplest phase of the Moore-Handley educational program, each new employee receives the regular employee manual, "Learning the Ropes of Moore-Handley." This booklet gives a

full explanation of company policies, history, services and benefits.

Each new employee also is taken on a tour through the vast Moore-Handley building and given an explanation of organizational structure, functions of each department, names of officers and department managers and is to an extent familiarized with at least some of the 40,000 products which Moore-Handley sells.

Every employee is interviewed by the personnel director, and at the end of his first two weeks is interviewed again by some member of the personnel department



Miss Marion Collins, a new employee of Moore-Handley, is conducted on her initial tour of the building by Personnel Technician Betty James

Employees

By Morgan Smith

for the purpose of further orientation. A check of progress and general attitude toward the job are by-products of this interview. A third consultation is held two months later.

During his first few years at Moore-Handley, an employee may have a number of interviews with supervisors; and supervisors themselves meet to discuss employee ratings and to work out methods of increasing general efficiency.

Like some other companies, Moore-Handley publishes a monthly magazine for employees which includes in its coverage messages from the president and articles by department managers.

"Our magazine, *The Diamond*

Digest, is well received by most of our employees and serves an important place in the family of Moore-Handley," Mr. French says. "It is another means of communication on policies and successful methods of operation."

Supervisory letters are distributed to 120 supervisors along with bulletins on health and other general topics.

The most formalized part of the Moore-Handley training program, however, is designed for employees entering the sales department. The full sales training course covers 50 weeks of instruction and is broken down as follows:

- (1) Six weeks of informational subjects such as claim

H. Z. Meadows, veteran employee, conducts a sales training class in product knowledge. Company's sales training program is complete and covers 50 weeks of instruction

procedure, credit application, ticket writing, etc.

- (2) Twenty-six weeks of product knowledge.
- (3) Eighteen weeks of sales techniques.

Classes for the sales training program are held Monday through Thursday from 7:30 a.m. to 8:30 a.m. Department managers, buyers, supervisors and factory representatives serve as instructors. Product displays and films, along with other audio-visual material, are used in the courses. Reference material includes handbooks, pamphlets from factories and other appropriate books.

Trainees travel regularly with selected salesmen.

"This is a great help to us," said one of the young trainees when asked what he got out of the trips. "There's just nothing like watching an experienced man do the job. It gives us the feeling of selling and a quick knowledge of different products."

Like his college counterpart, the Moore-Handley sales trainee is given periodic examinations as a check on his progress.

Other training programs have been organized for the Mill and Mine department, Electrical Apparatus department and Electrical Appliance department, the main purpose of all these being to provide product knowledge and instruction in policies and procedures.



Advisory Board members W. K. Jennings, G. P. Gaut, C. E. Caffee and John Cherry, chairman, discuss proposed microfilming of firm records



R. S. Cooper receives diploma on completion of 50-week sales course from President W. W. French, Jr.

Moore-Handley's training and education program is a result of an expansion following World War II when the company instituted a "hardware college" for veterans. This program operated as a combined Veterans Administration-Moore-Handley project and produced excellent results with untrained veterans who applied for jobs but whose knowledge of the hardware industry frequently was non-existent.

The veterans' training program progressed over the tortuous path of trial and error after Moore-Handley, with the aid of the Alabama State Department of Educa-

tion and various factory representatives, prepared text material covering everything from unloading and checking of freight cars to sales techniques.

Although the veterans' program has become less active during the past year or so, the company is now planning to revitalize it for veterans of the Korean conflict.

Moore-Handley's present program operates under the direction of Miss Sara Jackson, young personnel director who is just four years out of the University of Alabama where she received a degree in psychology. Miss Jack-

son's department is responsible for selection and placement of new employees, orientation interviews and progress reports.

The company also has organized two employee groups which assist in developing employees for advancement. These groups are the Research Committee and the Advisory Board.

The Research Committee is comprised of 12 members taken from sub department managers. The body meets twice a month for four-hour sessions, the purpose being to develop a second level of management and to consider management problems—budgeting, employee incentive plans, labor-saving devices and company policies—as a means of more efficient company operation.

The Advisory Board, also organized to develop executive abilities among employees, is made up of those who have not been with the company more than 10 years nor are more than 35 years old. The 13-member board is constantly adding new members as older ones are rotated off by tenure with the company, age, or advancement into a higher echelon of management from which they

(Continued on page 112)



Department manager group discusses employee evaluation and motivation with Dr. A. W. Heyer, consulting psychologist, who visits company at regular intervals as part of the company's training and educational program. Left to right are A. V. Davies, G. S. Jackson, Dr. Heyer, Miss Sara Jackson, personnel director, S. H. Johnson and J. R. Smith



Big events planned for Dallas at

Southern Hardware Convention

WITH THE ANNUAL joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association scheduled for Dallas, April 19-23, members of the Texas hardware fraternity are making plans to show the convention delegates some real Texas hospitality. Among other things, there will be a big "Texas style" reception in the Main Ballroom of the Adolphus Hotel on Sunday evening, April 19, at which the members of the Texas Wholesale Hardware Association and the

Texas Hardware Boosters Club will be hosts to the convention crowd.

The general convention schedule will follow much the usual pattern. Registration of convention delegates will start Saturday noon and continue through Sunday and Monday. First business meeting will be the special sporting goods session of the Southern Association, starting at 9:30 A.M., on Monday.

Opening joint business session of the two associations is scheduled for Monday night. On both Tuesday and Wednesday mornings there will be a separate Southern Association business meeting at 9:30 A.M., followed by a joint session of the two associations at 11:00 A.M. The final session will be the Southern Association's annual meeting on Thursday morning.

There will be one principal speaker in each of the three joint sessions, as follows: Monday night, Marriner Eccles, long-time chairman of the Federal Reserve System, who resigned in 1951 because his conservative views on fiscal problems were in conflict with the administration's inflationary policies, and who now heads a large organization operating banks in

many western states; Tuesday morning, Dr. Richard B. Heflebower, Chairman, Department of Economics, Northwestern University; Wednesday morning, John J. McCloy, Chairman of the Board, Chase National Bank, New York, and High Commissioner to Germany during the period 1949-52.

"Freedom and the Arms Economy" will be the subject of Mr. Eccles' talk. Dr. Heflebower will discuss "Government and Business—What Can We Expect?" while Mr. McCloy will consider

(Continued on page 114)



Charles E. Nash
President, The SWHA



H. B. Megron
President, the AHMA

of AIR CONDITIONING... you know.

these advantages! Check the

"kaged" Air Condition

Customers prefer shopping for air conditioning because your customers

• Clean filtered air reduces cleaning dirt are filtered out. Display stores stay sparkling.

• Employee morale stays high. encourages friendly, courteous service.

• An air-conditioned atmosphere gives heat and humidity. More with fewer errors re-

ROOM AIR CONDIT
Dealer Inc.

a ninety-day wonder, the window-type air conditioning units sold during the summer—mostly smaller units—about \$300. Sales were perhaps a record year for 1951 (in itself a record year might have gone higher had no exhausted the inventories of dealers, distributors, and manufacturers. In a way this is an overdue "boom" in the thirties architects were designing houses which included, as a variable feature, air conditioning units. Optimistic economists point hopefully to air conditioning as one of the units which should develop rapidly.

mediate Delivery

AND GUARANTEE

AIM AT COOLER HOMES
NEW MARKET IS TARGET OF AIR-CONDITIONING FIRM

Survey Indicates Industry Is on Verge of Its Biggest Boom in Exporting Units for Residences.

The Boom in new sales opportunity

THE BOOM in sales of air conditioning units which swept the nation in 1952 is likely to continue with even greater force during 1953, for no longer is the convenience of air conditioning merely for those in the luxury-home class. Year-round comfort is now within reach of the average pocket book and the demand, particularly for the smaller units, offers southern hardware dealers an important new source of sales.

During 1952 the greatest demand was for the window-type air conditioner and it is estimated that more than 400,000 were installed in homes and offices. Other types of air conditioning units designed especially for homes are console units and basement central units. Consoles are built in larger capacities than window units, but require larger space and are more expensive. A basement central unit is of still larger capacity and is designed to air condition an entire house by distributing conditioned air through ducts in the same manner houses are heated by warm air furnaces.

However, it is the small window-type unit which is particularly suited to the merchandising operations of most hardware dealers. Installation requirements are not great, and these units are the least expensive, ranging from \$200 to \$500, a price range specially appealing to the customer interested in cooling one or two rooms of an apartment or house, or providing conditioned air for an office.

Several manufacturers of room air conditioners have added a heating element which can be used

to warm a room during those periods when central heating is not in use.

Window units usually are manufactured in four sizes, with nominal capacities ranging from 1/2 to 1 ton. (Cooling capacity of air conditioning equipment is usually rated in terms of equivalent cooling obtained by melting the corresponding weight in tons of ice in a 24-hour period.) They can be installed in most types of windows and are available in a variety of colors.

Though relief from the heat is foremost in the minds of most customers considering the purchase of these units, dealers can strengthen their sales messages by emphasizing certain other advantages which air conditioning offers.

One of the most important is moisture control which can bring relief from humidity. Though a thermometer may indicate what should be a comfortable temperature, excessive humidity in the air creates as much or more discomfort as high temperatures. Air conditioning corrects this situation by removing the excess moisture from the air.

Cleanliness is a further selling point, for air passing through a modern air conditioning unit goes through filters which remove the majority of dirt and dust from the air in the conditioned room. In addition, much dirt is removed in the process of condensing the excess moisture in the air.

A further advantage is ventilation. A modern air conditioning unit can be used to provide venti-

Air Conditioning

for southern dealers

SALES FEATURES

- ▶ Relief from Moisture
- ▶ Moisture Control
- ▶ Cleanliness
- ▶ Ventilation
- ▶ Circulation

lation in a room, even when coolness is not required. Thus, in the winter months smoke and odors may be exhausted from a room while at the same time fresh air in proper proportions may be introduced. And an important result is circulation of the air. Air conditioning replaces the normally stagnant condition of the air in a closed room with the refreshing effect of air in proper motion.

Most customers can be impressed with the nominal operating cost of room air conditioners. The cost of electricity will, of course, vary considerably depending upon the size of the unit, climatic conditions and the number of hours the unit is in use. However, the cost of operation probably will run from \$2 to \$7 per month.

Likewise there is no pat answer to the question which most customers will ask about a room air conditioner of any given size: "How large a room will the unit cool?" Dealers should proceed with caution at this point for the reason that different sets of operating conditions will directly affect the efficiency of any unit.

To assure that the correct size of room air conditioner is recommended, a dealer or his salesman should survey the room and make an exact estimate. Unless the room to be cooled and the unit to cool it are matched, the results will not be satisfactory.

Generally the size of the room, its occupancy and the climate to which it is exposed must be determined before the proper size

room air conditioner can be recommended. These several factors must be considered:

(1) The difference in room location—in some locations, for example, a room on the north side of a building can be adequately cooled by a much smaller unit than a room on the southwest corner

where heat from the sun is more severe.

(2) The area of the room's windows.

(3) The extent of outside shade from trees, other buildings, etc.

(4) The construction of the building itself, whether it is an
(Continued on page 120)





OPERATING A REPAIR SHOP

A SERVICE shop, equipped to repair and sharpen all types of hand and power mowers, garden tools and chain saws, accounts for an annual repair volume of approximately \$50,000 for Pendleton Hardware company of Wheaton, Maryland.

More than 4,000 lawn mowers pass through the shop each year. Staffed by three servicemen who are constantly busy throughout the year, the shop is equipped with five grinders, an electric welder, an acetylene torch, drill presses, bar iron cutter, milling machine, two lathes, and a wire buffer.

With a well-lighted, well-ventilated, spacious area of 1800 square feet, the shop has its own loading platform and double doors through which equipment can be rolled easily from the adjoining parking area. Adjacent to the hardware store and accessible to it through a corridor, the shop also has its own entrance.

"Our plan in setting up the service repair shop was to give our rapidly growing suburb a mower repair service that was as complete and dependable as could be found anywhere," said John R. Pendleton, owner and a skilled

machinist himself. "We do all types of welding, pipe cutting and threading, and small gasoline engine repair. We check and steam-clean all parts of a power mower which is brought in for repairs. Our reputation for mower service brings in work from other garden tool and hardware stores, as well as from home-owners who call in from a great distance."

Offering pickup and delivery service, Pendleton Hardware keeps its repair shop at top production through radio, direct mail and personal contact. In off-season months, 24-hour service is promised; but from March through October, the shop has a constant two-weeks back-log of work.

Keeps Records

A record is kept of every repair job. By late November, when mower repair and sharpening falls off, Pendleton Hardware sends out postcards reminding customers that now is the time to repair mowers in preparation for the coming season. Breaking down the list into a series of weekly mailings, which continue through December and into April, spreads

the work-load evenly over a period of weeks.

In personal contact with customers in the hardware store and garden shop, sales personnel remind them that prompt repair service on their mowers would put them in readiness for seasonal use.

Spending two percent of its gross volume on promotion, Pendleton Hardware sponsors two Sunday radio programs on a local station, one a full-hour in which there are three or four spot announcements of seasonal hardware items with emphasis on mower and garden tool repair. In addition there is a 15-minute program that advertises the repair shop.

In a suburb which has grown from 3000 in 1945 to a present 60,000 population, Pendleton Hardware finds it advantageous to subscribe to the local welcoming service, which brings a response from an estimated 85% of the newcomers. Pendleton offers each newcomer a gift of chrome-plated bathroom fixtures valued at 60 cents. And the mower repair service is called to the newcomer's attention when she visits the store

Does a repair shop pay off? It does for this company whose well-equipped shop adds \$50,000 annually to gross volume. 1,800 square feet are devoted to the repair of hand and power lawn mowers, chain saws and garden tools of all types

By B. Miller



FOR MAJOR VOLUME

to accept the welcoming gift.

Employing only experienced servicemen, the store selects mechanics from an older, more settled group, to avoid losing young men to other shops or to the

armed services. These men are placed on straight salary. Charges for service work are made on an hourly basis.

Mowers accepted as trade-ins are reconditioned, with a limit of \$12 to \$15 spent for their reconditioning. If more work than this is required, it is sold as-is.

"We determine by its condition what the mower will bring," said Pendleton, who keeps no more than five used mowers on sale at any one time to supplement his inventory of 40 to 60 new mowers. "If we think we can

sell the mower for \$50, we estimate its reconditioning at \$15 and allow the customer \$35 for it. Trade-ins bring only the profit on parts and labor."

Pendleton Hardware further appraises the mower from the standpoint of fast turnover. Will the immediate market yield the amount asked for the mower? The small stock of used mowers is expected to turn over in three to four days. Therefore, a mower with no resale value is turned down.

Pendleton applies the same ruling to a used hand mower, of which he never stocks more than two. If a hand mower is in good enough condition to bring \$10, he will make an allowance of \$6 on it and spend \$4 for repairs. "Our only reason for handling used mowers at all is to help sell new mowers," he explained.

To the hardware dealer who might consider more extensive mower service than merely sharpening, Pendleton advises a study of the local market and its needs. As a tremendously growing suburb of small home-owners, Wheaton offered a definite opportunity for this type of service. Today, as a result of expanding volume, the service shop represents an investment of \$10,000 in shop equipment alone.

"In building up a repair shop, the beginner can go slowly and (Continued on page 122)



Left, Pendleton discusses power mower repairs with customer. Above, he instructs mechanic in repairing mowers

This Tennessee dealer proved that

RENTALS CAN BE PROFITABLE

IN A SUCCESSFUL rental service, which machines are the most popular and which the most profitable?

For the past 15 years, J. R. Cox Hardware Co. of Nashville, Tennessee, has derived a sizable portion of its annual volume from machine rentals, and Owner Cox has some definite ideas on the rental business and knows exactly what to expect from each of his rental machines.

Floor sanders, in this dealer's opinion, probably are the machines that are most frequently rented to home-owners, and Cox has three sanders available for rentals alone. A substantial profit is derived from these units, and the sale of related products, such as floor polish, interior paints, brushes, etc., brings added volume. The less competition there is for this business, the greater the profit

possibilities, he pointed out. His competition has increased in recent years, since a number of other near-by retailers began to offer this service. However, he has sufficient demand to keep three sanders busy during certain seasons of the year.

"I paid \$250 apiece for these machines," he explained. "I rent them for \$6 each for a 24-hour day, but will rent one for \$3 if it

Not only does a rental service attract those extra customers, but for more than 15 years has accounted for a sizable portion of this firm's annual gross volume

By Ross Holman

is needed only for one day-light day. The customer pays extra for whatever sandpaper he uses. At the rate of \$6 a day, we realize enough profit in 42 days to pay for the machine's purchase. Of course, there is a certain repair and advertising expense, but I can safely say that the sanders are making a reasonable rental profit."

Cox cautions any dealer considering this service not to purchase a sander that puts too great a strain on the light power wires with which many homes are wired. His sanders can be plugged into any lamp socket of the average home.

The two floor polishers operated by Cox represent an investment of \$150 each, and each one rents for \$2 a day, or \$4 if kept overnight. This is a profitable return because the maintenance cost of polishers is small and, unlike the sander, there is a fairly even demand for polishers the year-round. In addition to attracting repeat customers, the



Signs on the front glass panels of J. R. Cox Hardware call attention to the store's wide rental service and attract prospective rental customers

rental of polishers creates sales for polish, interior paint and similar materials. While a polisher does not rent for quite as much as a sander, the average customer requires a polisher much more frequently. Some of the steadiest customers for this machine are clubhouse operators, truck companies, offices, etc.

Cox's large paint sprayer has paid off well. There is little competition in the rental of this equipment probably because the purchase of such a unit is a sizable investment. "It costs \$750 new, and 90 percent of its users are contractors and business houses," he explained. "The large sprayer has an 11-gallon capacity. Small contractors who don't want to tie up too much capital in equipment, but who want to do a quick paint job, find this service a great help. This unit rents for \$15 a day."

The greatest sprayer demand is offered by truck companies, though stores and factories are the source of substantial income. A local trailer company rented Cox's sprayer for an entire three-week period to spray buildings, paying \$15 a day the entire time. This rental in itself was sufficient to pay approximately 40 percent of the unit's purchase cost. Naturally, the use of a paint sprayer calls for the consumption of much paint, and Cox has made a strong bid for this business in his area. One entire side of his store is stocked with paint and paint supplies. While he does not sell paint to every sprayer user, he does make sales to many customers who

ordinarily might not come to the store were it not for the sprayer being available for rental.

After buying a large sprayer for contractors and commercial users, Cox Hardware Co. began getting requests from home-owners and commercial users. Two years ago the company purchased a \$125 sprayer of 5-gallon capacity which now rents for \$3 a day. This unit, however, has involved a greater problem than the larger one, because it is more difficult for the average home-owner to operate such a machine than it is for a contractor or experienced industrial user. For ex-

ample, one home-owner returned the small machine with its motor burned out. But, despite the proportionately higher cost of upkeep, Cox has profited on its rental and is now better able to explain its operation to rental customers and have the unit returned in satisfactory condition.

In addition to being in strong demand by commercial users and

Cox, right, gives a customer thorough instructions for the use of a floor polisher before it ever leaves the store. This policy has helped reduce maintenance costs, as well as dissatisfied customers. While the polisher rents for less than many other units, it is used more frequently and also accounts for sales of polish, paint, and similar items. After renting the polisher, this customer purchased floor polishes, below



home-owners, both the large and small sprayers are rented by dairy barn owners. Recently, a customer rented one to spray his premises for termites.

The shingle cutter, which was purchased for \$45, is rented most frequently by small roofing and building contractors who pay \$1 a day for its use. It is used to cut asbestos shingles, has very little wear, and, while the return from it is rather small, it attracts many contractors who purchase their roofing supplies from Cox when they rent the equipment.

Cox has never attempted to hold a rental customer responsible for breakage or damage to a rented machine, because it isn't always
(Continued on page 122)



Between Salesman D. F. Ransom, left, and a prospective gun customer is one of Horton & Horton Hardware's most effective publicity ideas—a paper bag bearing the store's name, address and telephone number

By Stuart Covington

Novel Advertising Ideas

NOVEL promotional ideas that keep their store constantly in the public eye are used by F. H., Earl and Ray Horton, owners of Horton & Horton Hardware, Grenada, Mississippi, to boost volume and combat increasing competition.

Even in a small city, these owners point out, a hardware store can win added sales from new and effective advertising twists—unique, yet appealing, methods of directing attention to the store.

Contests have been one of the most effective methods of winning attention used by the Hortons. Several have been sponsored by the store during the past few years, but one of the most successful was a guessing contest which attracted approximately 5,000 entrants and resulted in the sale of six new electric refrigerators.

For a period of six weeks, beginning October first, the store placed a refrigerator in one of its show windows. Beside the refrigerator was stacked an assortment of foodstuffs and other items

- (1) boost annual sales volume**
- (2) help combat competition**

equivalent to the total capacity of the refrigerator. Contestants were invited to guess the weight of the pyramid of groceries. No purchases were necessary to submit entries, and contestants did not have to be customers of the store. A new refrigerator was offered as grand prize. The contest, begun purpose-

ly at a season when farmers' pockets were lined with harvest money, furnished leads which enabled Horton & Horton to ring up the sales of six new refrigerators, as well as of various other merchandise. Salesmen took full advantage of the increased store

(Continued on page 126)



Co-owner Earl Horton explains the features of a new electric range to a customer. The store's periodic contests boost appliance sales and increase store traffic substantially

This dealer proved there are always

NEW PROFIT POSSIBILITIES

THE Big Spring Hardware Company of the West Texas community by that name roiled up a volume in excess of \$60,000 last summer in water coolers, pumps for coolers, parts and tubing because Owner J. W. Atkins looked ahead and saw an opportunity.

The original stock of coolers, pumps, parts and tubing was ordered in January because at that time there was no question but that Big Spring would have a water shortage. This did not mean that Atkins or anyone else foresaw the drought that settled upon the country. It was a mechanical certainty there would be a water shortage because of increased military population and inadequacy of purification and filtration facilities.

Therefore, Atkins knew that conservation restrictions would be imposed by the municipality. This surely indicated that where a residence or business was already equipped with a water cooler, circulation equipment would have to be added.

"It was a somewhat singular situation and constituted an opportunity that cannot occur in a great many southern communities," Atkins explained. "Because

of humidity, a good part of the South cannot use the water cooling system of air conditioning. Out here we use it almost exclusively.

"Anyhow, it stood to reason that anyone who had a cooler the year before would have to convert that cooler by installing a pump so that the same water could be used over and over. And anyone buying a new cooler would have to install the same equipment.

"All of this was obviously inevitable. It was then just a matter of having the coolers, pumps, tubing and parts. When the season arrived we had all of this kind of business we could handle through May, June and July."

This volume was realized without an outside salesman and through newspaper and radio advertising that laid emphasis on the various capacities of coolers avail-

By Baron Creager

Every community has its need for particular goods and services which can be turned into added sales by the alert dealer. Last summer's drought in West Texas, for example, led to strict conservation of water. This dealer sensed an opportunity and cashed in—his sales of water coolers and related equipment amounted to more than \$60,000

able, conversion to constant circulation, the Big Spring Hardware installation policy and—time payments.

Sizes were from 1,500 cubic feet to 6,000 cubic feet and where a unit cost the customer in excess of \$100, installation was free. Under \$100, the installation charge was \$5. A few refrigeration units were sold, but 95 percent of the cooling in that dry climate is done with water units.

Seventy-five percent of the cooler business, including conversion installation, was done on a time payment basis because Atkins believes that to meet flourishing chain-store competition, the independent's credit policy must match that of competition.

"Normally, one-third of our volume is in appliances," he points out, "and one-third of our total business is done on a time payment basis. We spend \$900 a month advertising and in every advertising effort our easy terms are emphasized.

"This includes the newspaper and two radio stations. On one station we have four daily spots and a 15-minute program each day on the other station. Some of the radio advertising is in Spanish because of the high percent of Latin

(Continued on page 126)





Bon Hicks (second from left) of Sevierville is congratulated by Martin Keatts of Memphis, retiring president, upon Mr. Hicks' election as president of the Tennessee Retail Hardware Association for 1953. First vice president is E. B. Thweatt (left) of Nashville. R. N. Vincent (right) of Union City is second vice president

Tennessee Convention

LITTLE OR no price increases in general hardware lines as a result of the recent price decontrolling by the government.

A good year for alert dealers who "get out and sell."

Increased store traffic for dealers who tie-in with the promotion of National Hardware Week.

Those were the main conclusions voiced at the 16th annual convention of the Tennessee Retail Hardware Association held in Memphis, Feb. 23-24. About 175 dealers attended. They elected Bon Hicks of Sevierville their association president for the year, succeeding Martin Keatts of Memphis.

Mr. Keatts, opening the convention with his presidential address, said expanding production would keep hardware prices down to today's levels, unless labor costs jump.

"I don't think price advances will amount to anything. With high production and the law of supply and demand again in effect, the hardware dealer is simply going to have to get out and sell," Mr. Keatts warned the dealers.

Edmund Orgill, president of the Memphis wholesale firm of Orgill

Bros. & Co., took a look at things to come in 1953 and concluded that the year "can be as good as any year you have ever had. It will be the best year for some dealers—those dealers who work hard." Mr. Orgill also said he saw no great change in prices this year.

Mr. Orgill urged dealers to tie in with National Hardware Week and to keep stocks complete, feature nationally advertised lines, make full use of seasonal promotions, and use sales material furnished by wholesalers.

The value of carefully planned window displays and promotional plans for National Hardware Week also were discussed by Fred Olmsted, production manager, National Retail Hardware Association, Indianapolis.

Stressing that the hardware market is far from saturation, he urged dealers to raise their sights for '53 and to use more aids in order to increase store traffic. "There's nothing you can do to bring more business at less cost than effective use of window displays," he declared. Mr. Olmsted urged wider use of promotional advertising based on the theme of "do it yourself," to encourage greater buying of power tools and

house repair materials.

Robert C. Berkeley, manager of promotion and research for the *Commercial Appeal*, Memphis, suggested month-by-month sales charts by dealers in order to time promotions for the best results. "Hit 'em while they're hot," he advised.

Mr. Berkeley noted the growing interest in hobby power tools, and emphasized proper display. "A dealer friend of mine doubled his display space for power tools, and doubled his sales," he declared.

Mr. Berkeley also noted the inroads into the hardware field by grocery and drug stores, lumber yards and even jewelry shops, and suggested more aggressive advertising by hardware stores to meet the challenge. He also advised dealers not to overlook the importance of the buying power of negro customers. Citing survey findings based on the sales habits of 300 Memphis families, Mr. Berkeley said negro customers buy almost as many high priced appliances as do white customers.

The outlook from the appliance manufacturer's view was presented by Inwood Smith, assistant to the vice president of Avco Mfg. Corp., Crosley Division, Cincinnati. Mr. Smith observed: "The long range future of the appliance business for retailers looks particularly good if they will do a balanced sales job on both the established appliances that have wide public acceptance and on the newer products being developed."

Dr. Charles Lapp, associate professor of marketing, Washington University, St. Louis, stirred audience comment with a frank discussion of "what's wrong" with hardware stores. Dr. Lapp, basing his findings on a survey made by his students, said hardware retailers too often have clerks who don't know the products they are selling; smoke and kill time instead of promptly waiting on customers; could improve service, courtesy and displays; and often fall into the bad habit of overselling, particularly on paint and wallpaper.

The dealers' stake in fair trade was explained by R. C. Gundaker, assistant sales manager, Sunbeam Corp., Chicago.

Many dealers highly praised the information clinic on dealers' problems, a feature of the opening day's program. Problems discussed included inventory, training and

(Continued on page 88)

Right, curious customers visit Jarmon Hardware to see the new saw-filing machine in operation. Below, the newspaper ad which attracted 50 people to the store



SAW-FILING SERVICE

boosts this dealer's sales of hand saws

By C. Thomas

WHEN JOE K. JARMON, owner of Jarmon Hardware, Yoakum, Texas recently installed a new electric saw filing machine and advertised the service in the local newspaper, more than 50 people visited the store during the first

10 days to inspect it. Oddly enough, only five carpenters were numbered in this group, and the majority of the visitors were strangers to the store.

In a town the size of Yoakum everyone becomes a neighbor

within six years, and Jarmon had been established here since 1946, so what accounted for the sudden appearance of new faces?

"They came from over and behind the hills," Jarmon said. Farmers can be elusive and, from habit, they purchase most of their shelf hardware at the crossroads store, buying their major items at the trade center, he pointed out. But there are trade centers in all directions, conveniently connected by modern highways; and to get these customers to shop in your direction, you must have something that isn't available at other centers, Jarmon explained. His saw filing equipment was the answer.

Before Jarmon installed his unit, there was only one place available for getting saws sharpened and set, and few people knew about it. A local man sharpened saws by hand, charging 40 cents per saw. "His price," said Jarmon, "persuaded us to set our price at 65 cents. I believe that an electric sharpener does a cleaner job, and the public thinks likewise. Still, my price must be somewhat competitive."

The saw filing unit cost Jarmon \$260.00 installed. Since it re-

**We Are Now Equiped To
SHARPEN SAWS
BY MACHINE
Prompt Efficient Service
JARMON HARDWARE CO.
409-411 LOTT — YOAKUM — PHONE 15**



Jarmon, left, explains the features of a new saw to a customer. During the first 10 days the saw-filing unit was advertised, the store sold more new saws than it had sold in the past 10 months. Below, after having her saw sharpened, a home-owner selects items for various home repair jobs

quires half an hour to sharpen and set a saw, where is the profit?

"There is not too much profit," Jarmon admitted. "But profit isn't the only factor involved. During the first few days following the appearance of our ad in the local paper, the sharpener was a novelty. People came in to see how it worked. And it is still a topic of conversation. Naturally, when people discuss the unit, they must mention my store, and this type publicity has paid off."

When customers bring their saws to Jarmon for the first time, they want to watch while the sharpening is performed. They crowd around and watch the operation. But after the novelty wears off, the store will handle sharpening jobs during lull periods.

"We always have a lull in the afternoons," Jarmon explained. "Right now we have half a dozen saws on hand to be sharpened. The man who does this work will get these jobs out when he has nothing else to do. Therefore, the work actually is carried out during what otherwise would be lost time."

As Jarmon had originally anticipated, sales of saws increased when the sharpening unit was installed. "During the first 10 days the unit was advertised, we sold more new saws than we had sold in the past 10 months," he pointed out.

This increase was to a large extent due to the customers' lack of knowledge about saws. For example, some customers brought in

rip saws to be sharpened. They complained that these saws didn't function correctly when used as cross-cut saws. They assumed that a saw was a saw and should perform any sawing operation. When Jarmon explained that a rip saw was for one type cutting, a cross-cut for another, they bought the one they did not have. And they explained that they would have purchased the saw before, had they known the difference.

"Also," Jarmon continued, "a few customers came in with a cross cut made to cut heavy boards and complained that the saw cut too wide a gash and also splintered the wood. These customers were

shown a finishing saw, one with smaller and closer teeth."

In many instances, customers who bring in saws to be sharpened and set purchase paint and brushes. Farmers coming in for the first time were interested in the heavy hardware lines.

"We concentrate on having those seldom-called-for items in order to accommodate our trade. Now they come here first, confident we will have whatever they need. And it was this policy which led us to install the saw sharpening unit."

Tennessee Dealers Hold Annual Meeting

(Continued from page 86)

compensation of salesmen, and advertising and credit policies. There was wide audience participation in the discussions.

New Officers

Officers elected in addition to Mr. Hicks, the new president, were E. B. Thweatt of Nashville, first vice president, and R. N. Vincent of Union City, second vice president.

Directors named to one-year terms include J. C. Greer, Loudon; E. B. Baird, Lebanon; J. H. Jenkins, Chattanooga; Harry Thompson, Nashville; Hunt Morris, Ripley; and Carl Higginbotham, Memphis.





Located directly behind the main service counter at the front of the store, this rustic plywood garden tool display contains more than 100 tools, including many odd, special-purpose implements. The store estimates that 95 percent of all customers will pause at this point at least momentarily and thus be attracted by the tool display

By Robert Latimer

Garden Tools to the Front

--- for greater sales potential

THE MOST important single factor in successfully promoting garden tools is display, according to Robert Stavinocha, owner of Modern Hardware & Appliance Co., Temple, Texas. His garden tool sales increased by more than 30 percent when he moved the garden tool display to the front, directly behind the store's main service counter; and that's ample proof for him.

One of the largest and most active retail hardware stores in central Texas, Modern Hardware maintains a heavy garden tool inventory. More than 100 tools appear on the rustic plywood wall display. Here are assembled all standard garden tools, plus numerous odd, special-purpose implements.

The wrapping counter is located immediately in front of the display of garden tools, and this is the one point at which 95 percent of all people entering the store will pause at least momentarily. For that reason, Stavinocha's garden tool display is given full emphasis throughout the winter months and into spring. With all

of the store's wrapping services, cash register, stock books, etc. located at this point, the customer usually must spend at least two or three minutes before the counter, providing him plenty of opportunity to look over the garden tool display.

Included in the large display are tools which never fail to attract attention. These are implements which are designed with the customer's physical stature in mind. Whenever an excessively tall or short customer shows interest in a tool, the sales person will immediately bring this one feature to the customer's attention and capitalize upon the idea that customers may have "tools to size" for working in the garden or yard.

Also, the garden tool inventory includes two price lines, with almost every basic tool available in a low-price range for the "bargain-minded" home-owner and in the moderate to top-price bracket for

the customer who insists on maximum quality. The top quality hoe, for example, is always shown first, but the lower price line is there to fall back on, in the event the customer shies away from the first price.

Plenty of space is provided behind the counter for customers to step to the display and inspect each garden tool closely. Stavinocha naturally encourages this, and the convenient racks on which the tools are hung make it natural for the customer to hang each tool back in place after leisurely examining it.

Where space limitations affect garden tool merchandising, a prominent location, serving to remind shoppers during the winter months that spring and gardening are not far ahead, pays off. "Many customers buy tools on an impulse," Stavinocha explained, "for a row of suspended tools reminds the home-owner of laborious work performed during the past season."



WHY it Pays to Sell AMERICAN the Complete Chain Line

• You can easily sell profitable AMERICAN CHAIN items to many customers who come in for something else.

You only have to display chains—put them out where your customers can see and touch them. That way AMERICAN Chains sell themselves.

Your farm friends need chains for many uses. Customers who live in the suburbs do, too. Your home handyman friends—they can think of a lot of uses for chains if you'll put the chains in their way in your store.

The same is true of your customers who are contractors, builders or repair men.

There are also chains in the AMERICAN line for dozens of odd maintenance jobs in the shops and factories of your neighborhood.

This great big market means business for you, and AMERICAN CHAIN wholesalers make it easy for you to stock popular items which sell *every day*. The other items you can also get from them on short notice for they are ready, willing and able to give you prompt service.

Your customers know AMERICAN Chain. It's been an accepted brand for generations. See if your stock includes all the items that sell on the spot at this time of year. Then order at once from your AMERICAN CHAIN wholesaler so you can take care of all the chain needs of your customers. Buy . . . and sell . . . AMERICAN Chain.



• Four sizes of both PROOF and BBB COIL CHAIN, self-colored or hot-galvanized, come in these easy-to-handle sturdy plywood ACCO-PAKS.



OPEN EYE

• Strong, flat spring with an easy-closing eye. Smooth working, serviceable. Zinc or bright finish. Four sizes.

SWIVEL SNAPS

ROPE

• For plow lines, halters, swings, boats, etc. Easy to use. Zinc or bright finish. For $\frac{1}{4}$ " to $\frac{1}{2}$ " rope.



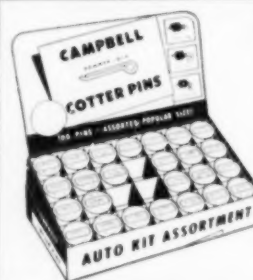
GRAB

• For general use. Grabs over a chain link. Won't slip. Drop-forged for 9 chain sizes: $\frac{1}{4}$ " to 1".

HOOKS

SLIP

• Shaped so chain slips through loop. Dozens of uses. Drop-forged for great strength. Nine sizes: $\frac{1}{4}$ " to 1"



COTTER PINS

• Everybody needs cotter pins. Put one of these displays on your counter and see how fast they sell.





SWING CHAINS

Made to outwear any other suspension material. Strong and easy to adjust. Hot-galvanized or zinc plated. In sets of two chains with ceiling hooks.

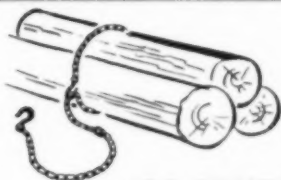
DOG CHAINS

Smooth, spiral-twisted chain with colorful plastic handles, or Tenso chain with metal handles. Furnished on attractive merchandisers.



No. 516 TOW CHAINS

Made of high grade steel with grab hook each end. A general utility chain for variety of uses. 5/16" chain, 14 feet long.



LOG CHAINS

Complete with slip and grab hooks or ring and grab hook. Center swivel. Sizes: 1/4", 5/16", 3/8", 7/16", 1/2", 5/8".



TIE-OUT CHAINS

For all animals. Tenso chain type. Variety of attachments and sizes.



BREAST CHAINS

A complete assortment of popular styles in bright finish.

HALTER CHAINS

Fitted with welded ring, wire toggle, and snap. Nine sizes. Bright or zinc plated finish.



POPULAR PATTERNS

You should stock these AMERICAN Chains



SASH



SAFETY



JACK



MACHINE



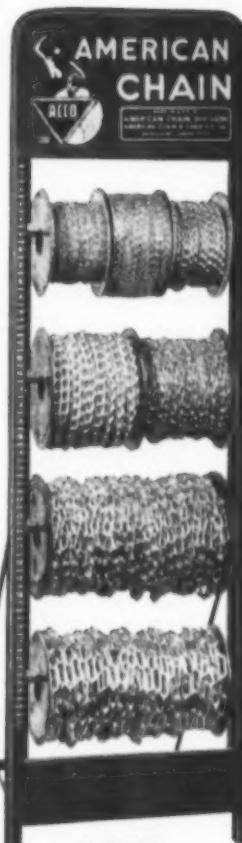
TENSO



LOCK LINK

"FINGERTIP FACTS"

Send for it...FREE! It contains helpful information for all hardware people. It's the best thing of its kind ever written. Write today for your copy.



ACCO CHAIN SALES-MAKER

• Here's a merchandiser that puts chain out where it will sell by reminding customers. Can be equipped with various types and sizes of popular chains.

ACCO

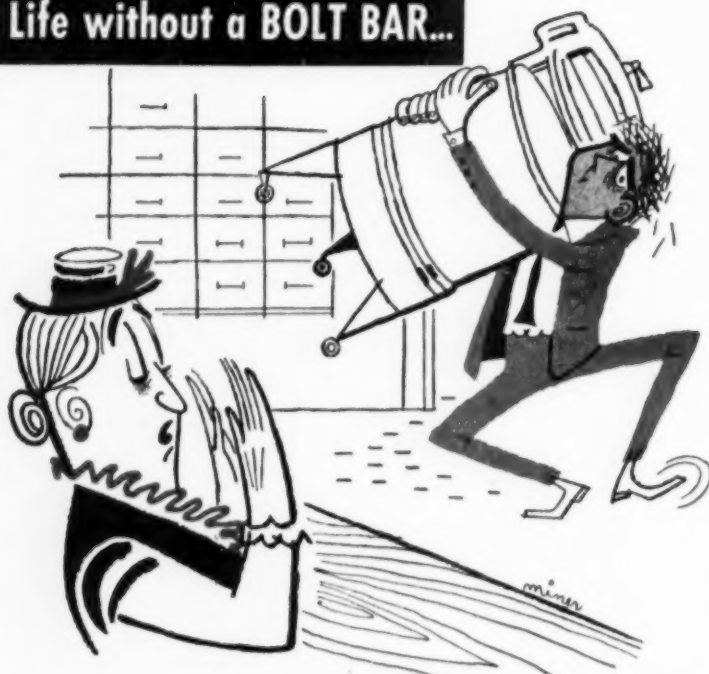


**AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE**

York, Pa., Atlanta, Chicago, Denver, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.

**American
Chain**

Life without a BOLT BAR...



"NO, NO! A HALF-INCH WASHER!"

Home mechanic Martha knows just what she wants but she has a tough time making it clear to Hardware Harry.

Many such slight misunderstandings can be avoided . . . and a great deal of energy and time saved . . . with a self-service Lamson BOLT BAR.

Recent tests in hardware stores prove that the BOLT BAR stock turns over an average of 6 times a year. This is all *additional business* over and above normal bolt and nut sales.

So do yourself a profitable favor. Invest in a modern Lamson BOLT BAR. It will save you hours of time, needless trouble and turn a neat extra profit to boot.

Your Lamson distributor can give you the whole story . . . or write us direct.

The LAMSON & SESSIONS Co.

1971 West 85th Street
Cleveland 2, Ohio

Plants at Cleveland and Kent, Ohio
Birmingham • Chicago

**Lamson
&
Sessions**

106 most popular sizes
The modern way to sell bolts and nuts



BUSINESS TRENDS

(Continued from page 54)

since June 1941.

Most of the moderate decline in farm product prices since mid-January reflected lower prices for cattle, eggs, milk, potatoes and grains. These declines were partly offset by higher prices for hogs and cattle.

The government agency stated that the fall in prices of farm products since mid-1952 and continued high prices for most farm production items are exerting a squeeze on farmers' income.

Durable Goods Output in Slight Increase

A MAJOR development during January was the further rise in the output of the automobile and related industries. Output of cars and trucks in January was 50 percent greater than in January 1952. Steel mills were operating at near capacity in January and early February with output in January about 8 percent above a year earlier. Demand for steel is strong for use in automobiles, other consumer durables and defense materials. Production of major household durable goods in January was 5 percent higher than in December, and up about one-third from a year earlier.

Farm Income Holds Steady in February

FARMERS' CASH receipts from marketings in February totaled approximately 2.0 billion dollars, according to a report from the Department of Agriculture. This was 23 percent less than in January but about the same as in February a year ago. The decline from January was due mainly to seasonally smaller marketings, but was partly the result of fewer marketing days in February.

Crop receipts in February totaled about 0.8 billion dollars, down about a third from January but 21 percent above a year ago. Receipts from nearly all major crops were substantially lower

THERE'S A Sunset LINE FOR EVERY KIND OF FISHING



Take Casting for instance...

Sunset CASTMASTER

Finest line made for bait and plug casting in fresh or salt water. Hard braided with a 3-ply core of high tenacity nylon to Sunset Wet Test specifications, it guarantees actual labeled test while fishing—an additional 15% of strength where you need it. Waterproofed and triple stretched. 9 to 50 lb. \$1.15 to \$2.40 per 50 yard spool.



Sunset SPINNER

Specially made for casting the light lures used in spinning and light bait casting. Braided of fine monofilament strands, Spinner is a line that will not absorb water. Due to its slickness it will give maximum distance in casting. 4 to 18 lb. test. \$2.40 to \$3 per 100 yard spool.



Sunset FLEXON SOFT MONOFILAMENT

Recognized as the finest soft monofilament on the market, Flexon is treated with Sunset's exclusive German softening process. It's almost unbelievably pliable, slick as glass, invisible in water, small in diameter, with high knot test factor. An extremely versatile line, ideal for spinning, excellent for bait and strip casting. 2 to 60 lb. test. \$1.20 to \$7.60 per 100 yard spool.



• Ask Your Jobber Salesman for a Demonstration



SUNSET LINE & TWINE CO.

305 Jefferson Street, Petaluma, California

... the Secret of Good Steady Profits ... Belmont Titanium Enamelware



... do these 4 things and you make money

1 Display a complete line: Carry all 20 items that housewives want 80% of the time. Nothing discourages a customer like not finding a utensil she reasonably expects you to have. You lose sales. Write Belmont for this list.

2 Keep display neat and clean: You kill sales when you show mixed odds and ends, jumbled sizes and colors of ware, dust covered pieces she's afraid to touch with her hands.

3 Put display where she can reach it: Give it a location where your customer can see it and handle the ware easily. Enamelware pays off well per square foot on good location.

4 Concentrate on 1 popular brand — Belmont: Offers you sales-proved Belmont black-trim and Sanitare red-trim lines in whitest of white extra durable titanium enamel; modern designs; craftsmanship and quality second to none—but at popular prices.

Write today for the new story of the new super-white super-durable Belmont Titanium Enamelware — now your best bet for volume and profit!

Top Quality, Popular Priced ENAMELWARE

Made by **Belmont** Stamping & Enameling Co.
111 Belmont Street • New Philadelphia, Ohio
Division of The Ridge Tool Co., Elyria, Ohio



than in January, particularly cotton, tobacco, wheat and corn.

Construction Activity Continues on High Level

CONSTRUCTION activity continued at record high levels during January, according to the Department of Commerce. Despite a seasonal decline of 8 percent from December, 1952, the total value of new construction put in place in January amounted to more than \$2.3 billion, 6 percent above January 1952. This marked the fourteenth consecutive month the current total has exceeded that for the comparable month in the previous year.

INDUSTRY NEWS

(Continued from page 64)

Special guest invitations and complimentary tickets will be issued to 110 sporting goods wholesalers, 2300 sporting goods dealers and 800 marine manufacturers, wholesalers and dealers throughout the entire southwest. In addition, all persons in attendance at the Southern Wholesale Hardware Association and American Hardware Manufacturers' Association conventions, which are being held in Dallas during the engagement, will be admitted to the show on presentation of their registration badges.

Bettis Begins Plant Improvement Program

A PLANT improvement program designed to increase production by 30 percent is now in progress for Bettis Corp. of Houston, Texas, manufacturers of Igloo Water Cans and Coolers.

Ed Osborne, vice president and production manager, said the project includes retooling and will facilitate design advances already incorporated in Igloo cans and coolers.

Igloo cans and coolers are marketed through Southern hardware wholesalers by John T. Everett & Co. of Memphis, Houston and Atlanta. They are used to keep



YOU CAN'T GO WRONG WITH—

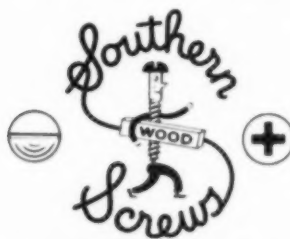
SOUTHERN WOOD SCREWS

(Slotted or Phillips Heads)

Federal Specification FF-S-111a, in its detailed description of the only type of wood screw acceptable for government contracts, describes the same type made by Southern.

Southern screws are precision made in one of the country's most modern wood screw plants. Slots are deep, and accurately machined for safe, sure driving. Shanks are full size for greatest strength. Threads are of government-required single type—clean and sharp to cut into wood smoothly and provide maximum holding power. Sharp gimlet points give plenty of "bite" at the start.

A unique and rigid inspection system assures the high quality of each individual Southern Wood Screw. Wide range of sizes from 3/16" No. 0 to 6" No. 30 in steel and brass. Write today for interesting literature on types of wood screws—and for the complete Southern catalogue.



FACTORY WAREHOUSES

4100 Dell Avenue
North Bergen, N. J.

641 Stewart Ave., S.W.
Atlanta, Georgia

325 W. Ohio Street
Chicago 10, Ill.

SOUTHERN SCREW COMPANY

110 Rickert Street, Statesville, North Carolina

SOUTHERN HARDWARE for APRIL, 1953

RÖWEL-EZY

ALL PURPOSE
LAWN and
GARDEN
EDGER

WITH

Sensational SHEARING ACTION

Rowel-Ezy's new precision shear blade for smooth, positive shearing.

UNCONDITIONALLY GUARANTEED

The world's finest, most versatile Lawn Edger. For edging along sidewalks, against walls, fences, around flower beds and stepping stones. Cuts either way—will not clog. Twice as sharp... 3 times easier to use.

BIG DEMAND...
BIG PROFITS...
with ROWEL-EZY.
ORDER NOW FOR
SPRING SALES.

Nationally
accepted by
home owners
and professional
gardeners...
nationally
advertised.



IF IT'S A
RÖWEL-EZY
IT'S THE BEST

Call your local jobber
or write to
Rowe Tool Company
Box 3185
Glendale 1, Calif.



FAMOUS SWEDISH MADE HARDWARE

Swedish WOOD CHISELS

★ Hand-honed Swedish Steel Blades!

★ Machine Turned Tenite II Plastic Handles!

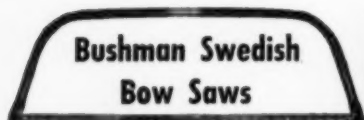
★ Shipped with Plastic Strip-off Coating on Each Blade!

Ask your craftsman customers what they want in quality wood chisels and they're bound to describe a Gensco Swedish wood chisel. Here's the finest Swedish steel blade that takes a razor edge and holds it ... plus a Tenite II handle that's practically indestructible. Write for catalog sheet and prices today.



FREE DISPLAY BOARD

3 color display board stands on counter or hangs on the wall. Holds set of 11 chisels sizes from 1/4" to 2". Yours free with the purchase of one set plus 5 extra of popular sizes (total of 16).



Bushman Swedish Bow Saws

Complete line of famous Gensco Bushman Swedish bow saws. 24", 30", 36", 42" and 48" lengths ... Rigid frames, adjustable frames, tension levers, tapered frames and extended handles. Also replacement blades for all bow and buck saws. Write for literature and prices.

Swedish Builders' Hardware

Famous Gensco Stenman Swedish butts, straps, tees, hasps, bolts and other standard type builders' hardware. Write for catalog.



Swedish Mora Hunting Knives

Inlaid Swedish steel blades, curly birch handles, plated brass bolsters, guards and butts. Top grain leather sheaths with metal reinforcing. Free display with seven knife assortment. Write for catalog sheet.



Swedish Wood Screws

Gensco-Crown-Brand slotted wood screws in flat, round and oval head styles. Made in steel and brass. Write for prices.



drinking water cool for farmers, construction workers, sportsmen and others who are outdoors in the summertime.

Airex Appoints Purnell to Executive Post

REDGE J. PURNELL has been appointed vice president and general sales manager of the Airex Division of the Lionel Corp., New York, N. Y., according to President Lawrence Cowen. The appointment is effective immediately.



Redge J. Purnell

Mr. Purnell formerly was assistant sales manager for Lionel electric trains in the central states area. His new duties with Airex will include heading national fishing tackle sales and coordinating sales promotion and advertising.

Utica Names Thornburg Mid-South Representative

UTICA DROP Forge & Tool Corp., Utica, New York, announces the appointment of Paul L. Thornburg as factory representative for the complete line of Utica tools in the Mid-South area of Virginia, North Carolina, South Carolina and Tennessee.

Mr. Thornburg has been affiliated with the Foster-Thornburg Hardware Co., Belknap Hardware Co., Brown, Roger, Dixon Co., and Southern Jobbers of Raleigh. He will serve the Mid-South area as a direct representative of Utica tools, handling only this one line of pliers, adjustable wrenches and screwdrivers. Acting as Utica's missionary man, he will

GENSCO TOOL DIVISION
GENERAL STEEL WAREHOUSE CO., INC.
1806 North Kostner Avenue • Chicago 39, Illinois

OK still 10¢
still top quality
still maximum profit

Triple-tested — by U.S. Testing Labs, by Tip-Top Quality Control Lab, by millions of pleased users. OK 10¢ adhesives sell fast because they're tops in eye appeal and value. They bring fast repeat sales because they're tops in quality. Colorful tubes, compact displays bring easy pick-up sales.

OK HOUSEHOLD CEMENT

Assures permanent bond to glass, china, fabrics, plastic, wood, leather. Crystal-clear, all-purpose sure-holding cement.



No. 1297 — 3-WING DISPLAY
Holds 12 tubes. Can be separated into 3 individual panels.

OK LIQUID SOLDER

Repairs leaks in plumbing, radiators, tanks. Makes speedy powerful bond to metals, wood, glass, tile, etc. Water-proof, gasoline-proof, quick-drying. No heat necessary. Lasts indefinitely.



No. 1296 — 3-WING DISPLAY
Holds 12 tubes. Can be separated into 3 individual panels.

OK MODEL CEMENT

Specially developed for model builders, hobbyists, craftsmen. Quick-drying, fast-and-sure setting, crystal-clear. Jumbo size tube with nozzle tip.



No. 1298 — SELF-SERVICE DISPLAY CARTON. Holds 24 tubes.

OK — another famous line by TIP-TOP

write today for details, samples
TIP-TOP PRODUCTS CO. Omaha 2, Nebraska

TWIN Values
UNEQUALLED ANYWHERE!

EXCLUSIVE BY



One of America's Fine Names
in Insulated Products



PATENT
PENDING



**FASTEST SELLING
PAIR in AMERICA!**

**the 1-GALLON
the 1/2-GALLON
ALUMINUM, RUST-PROOF**

**DeLuxe
PICNIC JUGS**

... the
**PICNIC JUGS
THAT MAY BE
COMPLETELY
TAKEN APART
FOR
CLEANING...**

EXCLUSIVE FARIS FEATURES



They'll make you money because they are proven winners! They have the quality, they have the features: aluminum outer shells... absolutely rust-proof; 1 and 1/2 gallon capacities; glass liners, full size drinking cups... 2 on the 1-gallon size, 1 on the 2-quart size. Genuine Fiberglass insulation for highest efficiency. They sell by the thousands. You'll be amazed at the price!

SEE YOUR JOBBER

**KEEPS LIQUIDS
HOT or COLD**

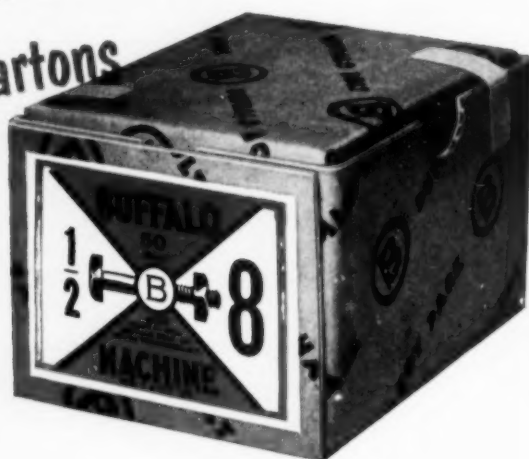


W. W. FARIS • MFG. CO.

2103 S. HANLEY RD. • ST. LOUIS 17, MO.



The best buy in bolts
packed in sturdy corrugated
board cartons



Plus the
latest simplified catalog gives
you a 3-way advantage



Get the benefit of top-quality bolts, packed in clearly-labeled, sturdy corrugated board containers. Use the up-to-date information of our concise, simple to use catalog to order and stock Buffalo Bolts.

You'll get the perfect combination of superior bolts in superior cartons at the same price as ordinary bolts. Order in either carload or Lcl lots. They're easier to stock, and handle . . . move better. Write for Catalog #51 and also ask for circular on quantities, weights and types of bolts in Handy Pack cartons.

BUFFALO

BOLT COMPANY

Division of Buffalo-Eclipse Corporation

North Tonawanda, N. Y.

Sales Offices in Principal Cities

PRODUCERS OF CIRCLE ® PRODUCTS—BOLTS • NUTS • RIVETS AND SPECIAL FASTENERS

contact industrial users and hardware retailers, either alone or with a wholesaler's salesman.

Fitler Opens New Plant in New Orleans

THE EDWIN H. FITLER CO. will formally dedicate its new plant in New Orleans, La., on April 16th, followed by full scale manufacture of rope and twine.

Located at 4400 Florida Avenue, the plant includes 10 acres with 145,000 square feet of new modern buildings, representing an investment of over \$1¼ million. The new facilities will add 10 million or more pounds per year to Fitler's production, and approximately 150 employees will be used for a one-shift operation. Dock facilities are available to the new plant.

Henequen fiber will be imported from Mexico and Cuba, sisal from Africa, Dutch Indies, Haiti, Brazil, Venezuela and manila from the Philippine Islands and Central America. Produced from these raw material will be manila rope, sisal rope, wrapping twine, binder twine and baler twine, it was announced.

James F. Kirtpatrick, formerly of Philadelphia, will be resident manager.

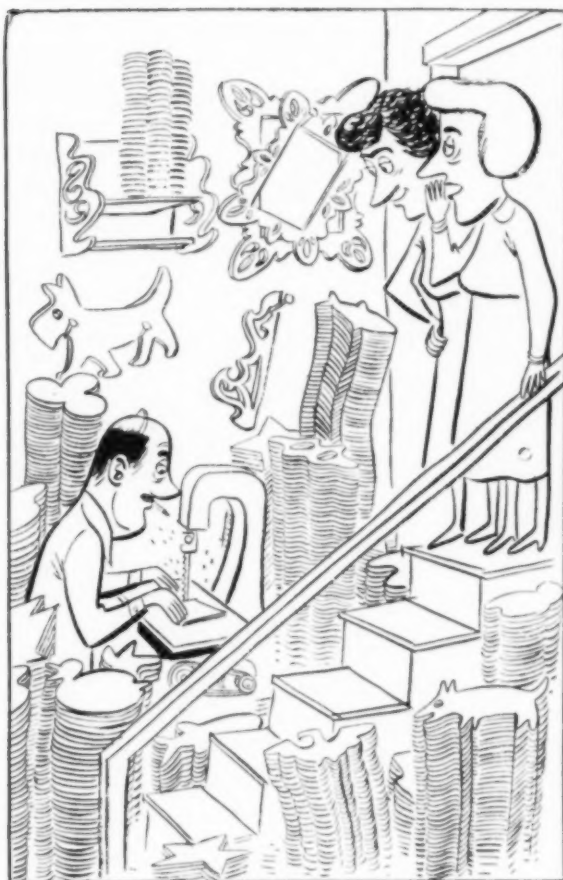
WHOLESALE NEWS

(Continued from page 66)

the Wholesale Hardware Division of the S. B. Hubbard Co., Jacksonville, Florida. The meeting was attended by all company hardware salesmen, buyers, and management personnel.

Salesmen Attend

The meeting also was attended by manufacturer salesmen who presented their products, advertising and sales promotional plans for the year. In attendance were: R. C. Broyles, Gould Pumps, Inc.; Jack Davitte, S. L. Allen & Co., Inc.; Bill McLain, RPM Manufacturing Co., Bob White, Presto; "Baldy" Strother, Emerson Electric Manufacturing Co., C. A. Pitts, Remington Arms, and Hank Bruns, South Bend Bait Co.



"He's spent most of his life trying to wear out his TROJAN JIG SAW BLADE"



TROJAN Blades' long life is far from a myth. They seem to wear forever, whether in hand or power sawing operations. Ackermann-Steffan Trojan Blades are made in 130 different types for every conceivable job. Insist on Trojan by name.

Buy the **Parker** Line

PARKER MANUFACTURING CO.
 WORCESTER 1, MASS., U. S. A.
 and **ACKERMANN-STEFFAN DIVISION**
 Manufacturer of Famous Trojan Coping, Jig and Jewelers' Saw Blades

SOUTHERN HARDWARE for APRIL, 1953

BREAKING Southern Sales Records!

GIANT JON-E G.I.
FAMOUS STANDARD SIZE

Jon-E on the spot... makes cash registers ring!

Jon-E
hand warmers

Everyone's a prospect: Hunters, Fishermen, Servicemen, Golfers, Outdoor spectators, Policemen, School children etc.

A practical necessity for all outdoor people—unsurpassed as a gift item. Dealers everywhere rate the Jon-E a terrific fast selling profit maker.

—Both the Giant G.I. and the Standard Jon-E are durably designed to last a lifetime, beautifully chromium plated and highly polished. Carried in pockets or mittens they give comforting heat without flame. Use Jon-E Fluid, Energine (naphtha) cleaning fluid, Naphtha or "stove and lamp" gasoline. Both models attractively packaged with soft flannel bag included. Each packed 6 to a carton with counter display card.

GIANT JON-E G.I.

Gives comforting heat for 2 days on 1 filling of fluid.

FAIR TRADE retail price.... **\$4.95**

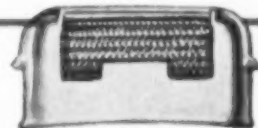
FAMOUS STANDARD SIZE

Gives comforting heat for 24 hours on 1 filling of fluid.

FAIR TRADE retail price **\$2.95**

Exclusive, Patented Burners

ONLY the Jon-E has these durable patented platinum treated heating elements to insure perfect operation. Giant G.I. size fair-trade retail price, 75c. Standard size, 45c.



Sell Jon-E FLUID for repeat profits

Here's a fast selling repeat sales companion. For use in both models. Fast heating, long lasting.
 8 oz. can retails....45c 16 oz. can retails....75c

FULLY GUARANTEED, NOT IMPORTED. Made only by American Labor and Industry for your protection and service.

Write today for prices and discounts

ALADDIN LABORATORIES, INC., MPLS. 15, MINN.



Make extra sales with the bit that has all these features!

Just a glance at a GREENLEE 22 Solid-Center Auger Bit will immediately tell you why it sells so easily . . . and *stays* sold to build big volume *repeat* bit business for you.

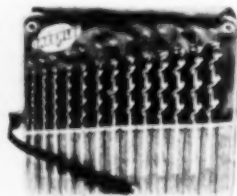
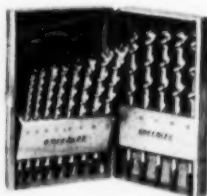
UNIFORM HIGH QUALITY . . . the finest of materials and manufacture for day-in, day-out dependability.

PRECISELY MADE with unusual care . . . accurately sized, perfect cutting edges . . . twist-ground for sure clearance. Means clean, quick action.

"INDUCTION HEAT-TREATED" to assure uniformity, long life.

"PLASTIC SEALED" with heavy protective coating to eliminate costly stock maintenance, prevent rusting, keep bits "factory sharp."

IN SALES-MAKING NEW SETS . . . plastic rolls, metal boxes, metal holding panels . . . all designed to increase "set" business for you.



Greenlee 22
SOLID-CENTER AUGER BITS



Write today for facts on GREENLEE Auger Bits. Greenlee Tool Co., 1824 Herbert Ave., Rockford, Ill.

Backbone of Our Business

(Continued from page 70)

business. It is a long, hard pull to re-instill the habit of future orders and future planning, even within our own organization.

Yet there are so many advantages involved in the practice that I can hardly understand why it is such an outcast, even after the study I have devoted to the project.

By embracing this practice, a dealer will help his own business by creating more sales. He will insure an adequate supply of products when he oversells his original purchase. This will be possible as the wholesaler will have a supply on hand because, in turn, the wholesaler will be enabled to estimate fill-ins.

By doing this, the retailer will help the manufacturer create goods throughout the year, instead of just in season. If the manufacturer can produce his goods on a year-round basis, with a regular and stable force, he can produce those goods more efficiently and more economically.

If dealers will anticipate their needs on seasonal merchandise, they will build more orderly and profitable distribution in all steps of the hardware business.

There is a shorter way to say that again:

"Future orders are the backbone of the hardware industry."

Changing Conditions

(Continued from page 71)

and three girls to assist in handling the approximately 28,000 items we stock. We make an average of 1400 entries each day we operate, so it is inevitable that there will be errors in addition and subtraction; and when an article is charged into inventory by the "dozen" and credited out by the "unit" you do not get an accurate picture of your stock. To try to remedy this situation we "spot check" different items every day; but even then we still have a margin of error, and it may be of interest to know that when there is an error we have found that consistently our perpetual inventory shows more than we actually have in the warehouse.

We have seven departments and the head of each department

Old Hi Says



when you're selling tackle

a Tackle Salesman can net you most



Your H-I man sells fishing tackle, and nothing else. Tackle is not "just another line" for him—it's his business. Doesn't it make sense, then, to rely on him for selling advice, help in selection of the tackle that sells best in your area, and for display and merchandising ideas?

He has sound backing, too. He can show you the largest line of fishing tackle in the world—29,000 items that include tackle for every fisherman and every kind of fishing. He—and you—are backed by the industry's outstanding national advertising... a tie-in merchandising program that's easy, economical and effective.

Let your H-I man—and the value-packed H-I line—build your tackle volume this year. See him soon—or write us direct for his name.

DEPT. 4



HORROCKS IBBOTSON

UTICA, N.Y.

Manufacturers of the Largest Line of Fishing Tackle in the World

SOUTHERN HARDWARE for APRIL, 1953



JACOBSEN MODEL 20
Self-Propelled Rotary Mower

20-inch cutting width,
2 1/2 hp. Jacobsen Engine

For Rotary Mowers, too

...IT'S Jacobsen

There's customer acceptance in the name Jacobsen... acceptance built up through more than 30 years of leadership in the development of quality reel-type power mowers.

Jacobsen Rotary Power Mowers measure up to the same high standards of quality and performance, for in their design they have drawn on the same wealth of pioneering and manufacturing experience.

So why not play it safe? Sell the line of rotary power mowers that carries the Jacobsen name.



JACOBSEN MODEL 18
Rotary Mower

18-inch cutting width,
1 1/2 hp. Jacobsen Engine

OTHER JACOBSEN
ROTARY MOWERS
INCLUDE —

The new 18-5 Electric and four
brass-duty gasoline engine
models with cutting widths
from 21 to 62 inches.

Jacobsen Manufacturing Company
RACINE, WISCONSIN



Look around your community . . .

—and you'll find plenty of prospects for Cortland Brand Insect Wire Screening. Every unscreened window, door, porch or breezeway offers you an opportunity to make a sale!

You'll find homeowners prefer Cortland Brand Wire Screening too. Because it makes a neat screening job — gives years of service—comes in three popular price ranges. Little wonder Cortland Brand has been a favorite screening for over 75 years.

Next time you order from your jobber, ask for Cortland Brand Wire Screening. It meets U.S. Department of Commerce National Bureau of Standards' specifications—comes in 18 x 14 mesh, 24" to 48" widths, 100 linear foot rolls. Extra wide widths available.

SELL ALL 3 CORTLAND BRANDS

★ Cortland GRAY-WICK

Favorite screening for every purpose! Doubly protected against corrosion by electro-zinc galvanizing and "glare-proofed" enameled finish.

★ Cortland BRONZE

The quality, rust-resistant screening! Unaffected by weather or salt air. Stronger, longer-lasting than copper screening. Bright or Dark Bronze "Antique" finish.

★ Cortland ALUMINUM

Finest screening made! Won't rust or stain because it's made of aluminum clad wire. Strong, durable, less than half the weight of steel insect wire screening.

NEW SALES KIT



Send for Wickwire's free sales kit, containing streamers, folders and newspaper mats to identify your store as Wire Screening Headquarters! Kit also includes Poultry Netting, Nail and Brad mats and streamers.

WB

Cortland
BRAND

**NAILS & BRADS
POULTRY NETTING
HARDWARE CLOTH**

WICKWIRE BROTHERS, INC., CORTLAND, N.Y.

does his own buying and is responsible for it. Though we insist that no buying be done without reference to the perpetual inventory, that by no means is a permanent cure for all buying evils. Some buyers are good, some over-buy, and some are too conservative. A perpetual inventory system is a wonderful guide but certainly is no positive cure for a tendency to either over-buy or under-buy.

We do not feel that we could do nearly so well without our perpetual inventory system, but it is by no means foolproof and we are making constant efforts to improve it.

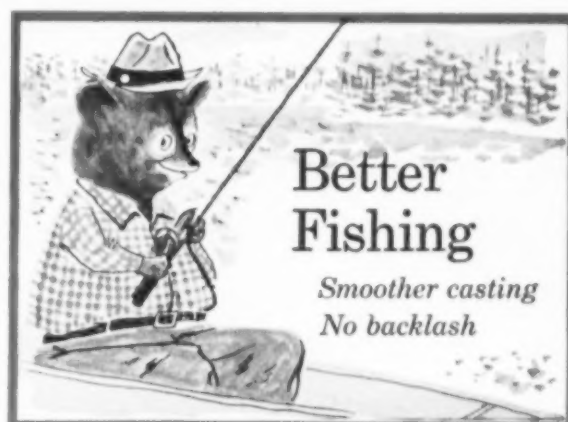
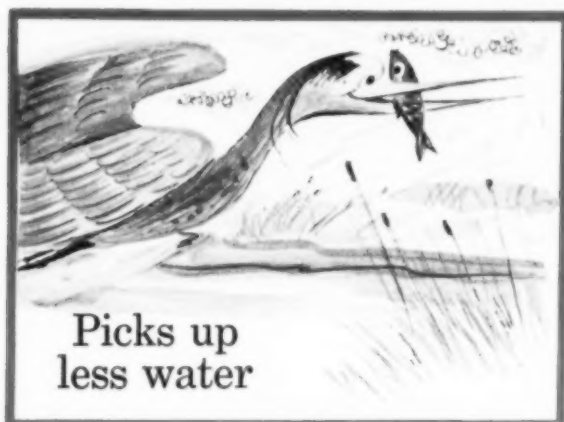
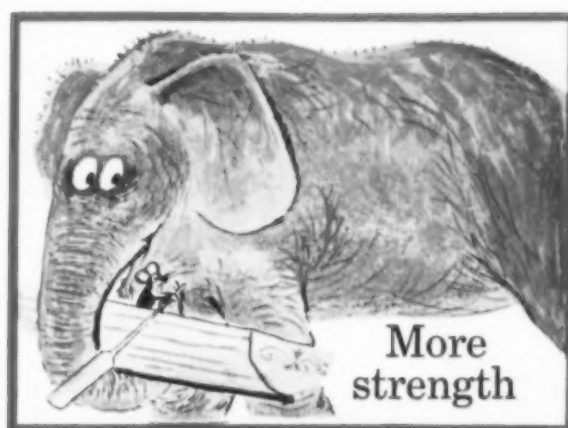
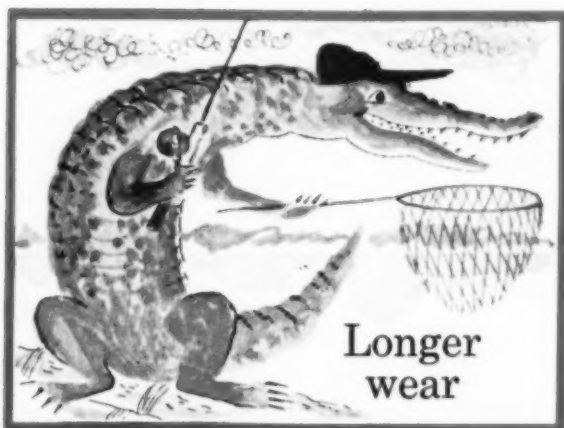
Our accounts receivable will be a major problem during the "leveling off" process. Our credit department will be in for some rough times, and since money probably will be tight, our credit man must be firm enough to insist on prompt settlement of accounts and sufficiently tactful not to arouse the ire of customers with whom he must be firm in his requests for prompt payment.

Inventory control and credit control may well be likened to preventive medicine or to defense measures, as it were. But when we turn to our sales policy we must go on the offense, so to speak.

One thing we must always bear in mind is that our one and only reason for continued existence is the service we render to our customers. They favor us with business because we get their orders to them more quickly than they can obtain them elsewhere. We must really get there first and with the most, otherwise the primary reason for our existence is gone.

To continue this service we must train our salesmen to be better versed in their lines, which should not be too hard to do. We should teach them to be more cooperative, more considerate, and more anxious to please our customers than ever before. Salesmen with accurate knowledge of the many lines we carry are not too plentiful, and whether we like it or not we are judged by our salesmen.

Our sales force must be energetic and hard working. A traveling salesman with a tendency to be too much around the office or warehouse can serve some one else better than he can our company, and some other customer better than he can ours.



You'll be Glad you sell Gladding Fib'r-Lubed INVINCIBLE

Here are the facts by actual test showing the sensational qualities of Gladding's new Fib'r-Lubed Invincible compared to other bait casting lines. Fib'r-Lube lubricates every fibre and thread in the line—causes Invincible to wear longer, cast

more smoothly with no backlash, cast further and pick up less water.

Order Fib'r-Lubed Invincible—in black, white or multi-color from your jobber. Put-up: 50-yd. spools, two in a plastic box. Prices lower than ever before.

Make	Diameter	Tensile Test		% Elongation		Abrasion Test
		Dry	Wet	Dry	Wet	
Fib'r-Lubed Invincible	.018"	18.8 lb.	16.8 lb.	20	18	169970
Competitive A	.018"	15.3 lb.	14.0 lb.	22.5	22.5	86674
B	.018"	18.1 lb.	16.0 lb.	21.6	20	66063
C	.020"	19.0 lb.	16.3 lb.	22.5	25	65785
D	.019"	13.1 lb.	11.3 lb.	32	25	62101
E	.019"	16.3 lb.	16.0 lb.	25	25	56885
F	.019"	15.2 lb.	14.1 lb.	20	17.5	55912
G	.018"	16.1 lb.	14.9 lb.	20	18	47008
H	.019"	15.9 lb.	15.1 lb.	20	18	42314

All lines labelled 15-lb. test



B. F. GLADDING & CO., INC., SOUTH OTSELIC, NEW YORK

Fishing Line Craftsmen Since 1816

New accounts are a necessity if our present volume is to be maintained. These must be selected with due regard to volume, character and financial stability, so in the expansion of every territory it should only be with the full cooperation of the salesman and the executives of the company.

New lines must be added from time to time. These must be selected with a view to customer and public acceptance and must not only be profitable but must, whenever possible, be volume

lines, and from factories whose reputation for cooperative sales policy with the distributors is beyond question.

We must improve our service by more quickly processing the orders we receive. If it now requires three days to process and ship an order we must cut that to two days or less; and if it now requires two days we must cut that to one. Our organizations must be on their toes from "The Bull of the Woods" to the janitor—because before too long, and we believe soon, the

most important word in the vocabulary of our customers will be **service**, and we must not only be ready to give it as before but we must be ready and anxious to improve it.

King Hardware Makes Employees Partners

(Continued from page 73)

The idea for a Junior Board of Directors occurred to Dean S. Paden, president of King Hardware Co., in 1939 after hearing a visiting industrialist describe a plan in operation in his manufacturing business designed to bring management and employees closer together.

Convinced of the merit of the idea, Mr. Paden modified the plan to fit the particular needs of his company and presented it to King Hardware's board of directors which immediately approved the plan.

To set the plan in motion, the Senior Board established a Junior Board of Directors, appointing five members to the first board, who selected, in turn, two additional employees to join them on the new board.

The primary function of the Junior Board was at that time, and continues to be, that of making suggestions to Mr. Paden and the Senior Board which members believe would be beneficial to both the company and its employees.

Much credit for the effectiveness of this employee suggestion system must be given to the simplified procedure. When an employee of King Hardware believes that some change or innovation might be advantageous to his or her department, the suggestion is made to a member of the Junior Board. (Suggestion boxes also are used.) Members of the board also may make suggestions.

The suggestion of the employee or the board member, whichever the case may be, is presented to the Junior Board at its next meeting. The suggestion is discussed and carefully investigated by board members, and where outside opinion is required, other groups concerned with the suggestion are called in to give their views on the proposal.

Once all factors have been considered, a vote is taken by the Junior Board which may result in any one of three lines of action.

Every Screen Door is a Prospect!



Your Market Is Thousands Of Homes With **PLAIN** Screen Doors!

Homeowners Are Ready To Beautify Them With **NEW, Fast Selling National Guard Grilles!**

CAPTURE THIS BUSINESS WITH THE MOST COMPLETE LINE IN AMERICA!

NATIONAL GUARD Adjustable... Screen Door Grilles

✓ CHECK THESE IMPORTANT FEATURES

- **Adjustable**—Fit all popular size doors. Minimum inventory required.
- **Figurines**—Made of cast aluminum, not stamped. Life-like!
- **Scrollwork**—Hand-crafted steel with 2 coats of white enamel.
- **Each Design in Two Sizes**
Models "S" for Regular Screen Doors. Models "C" for Combination Doors.
- **Price Range For Every Home**—List from \$6.50 to \$21.50.

ONE OF
8 MODELS
COLONIAL DAME
List Price
\$18



★
Nationally Advertised In
BETTER HOMES AND GARDENS
• **HOUSE BEAUTIFUL**
• **LIVING**

ILLUSTRATED CATALOG ON REQUEST

★ **ORDER FROM YOUR DISTRIBUTOR OR WRITE US DIRECT**
NATIONAL GUARD PRODUCTS, INC., 540 Jackson Ave., Memphis, Tenn.



NEW...

NEW...

NEW...

NEW...

it's new



*it's a perfect counter display
it balances your blade stock
it multiplies your profits*

it's the STAR "FLEX-PAK"® from Clemson Bros.

Here's the perfect counter display — the end of your hacksaw blade inventory problems — and a way to multiply your dollar profit 4 times! Ask your wholesaler for the new idea in hacksaw blade merchandising—the STAR "Flex-Pak."

Here's how the "Flex-Pak" works for you —

It gives you a *balanced* stock of 10" and 12" STAR Blades—80 Unbreakable Special Flexible (colored green), and 20 "Molyflex" (copper colored).

You make your usual profit margin, and keep your stock neatly and conveniently where your customers can *see* it.

Best of all, every time you use the "Flex-Pak" to convert a customer to "Molyflex" Blades, your dollar profit is *4 times the profit on standard blades*. Your sales story to make that conversion easier is printed right on the box.

Clip the coupon. Put it in your want book as a reminder or, better still, start switching to more dollar profit right now by filling it in and sending it to your wholesaler today!

*Sold Only Through
Recognized Distributors*

CLEMSON BROS., INC.

MIDDLETOWN, N. Y., U. S. A.

Makers of Hand and Power Hack Saw Blades, Frames,
Metal Cutting Band Saw Blades and Clemson Lawn Machines

Mail coupon order to your wholesaler.



To _____

Please include in my next order _____ STAR "Flex-Pak" Hacksaw Blade Assortments from Clemson Bros., Inc., Middletown, N. Y.

Name _____

Address _____

City _____ State _____

1107

"That's the blade I want"

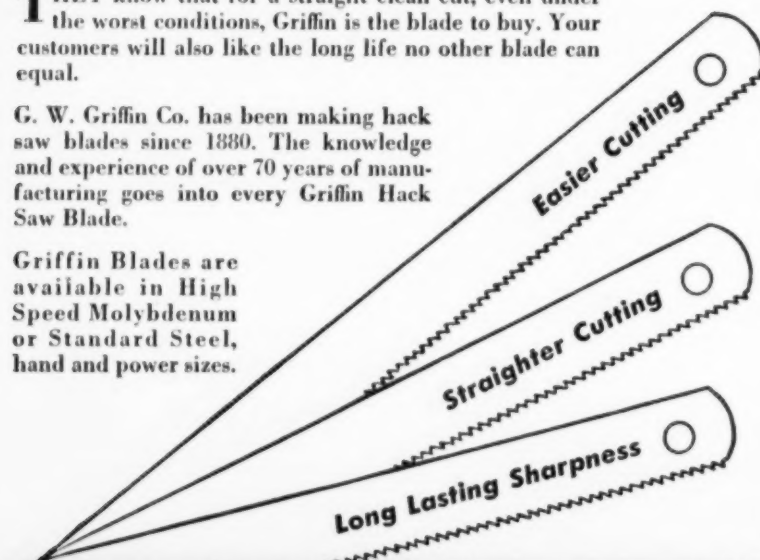


People who know quality ask for Griffin Hack Saw Blades

THEY know that for a straight clean cut, even under the worst conditions, Griffin is the blade to buy. Your customers will also like the long life no other blade can equal.

G. W. Griffin Co. has been making hack saw blades since 1880. The knowledge and experience of over 70 years of manufacturing goes into every Griffin Hack Saw Blade.

Griffin Blades are available in High Speed Molybdenum or Standard Steel, hand and power sizes.



G. W. GRIFFIN CO.

Franklin, New Hampshire

Sales Agents

JOHN H. GRAHAM & CO., INC.

105 Duane Street, New York 8, N. Y.

The board may recommend to Mr. Paden that the proposal be rejected or pass the suggestion on to the company president as a recommendation with the unanimous vote of the board or with the approval of several members. In cases where the Junior Board desires further study, they may write a letter to Mr. Paden asking him to meet with the board for further discussion of the proposal as they need additional information on the suggestion.

When the latter course is taken, Mr. Paden, upon receipt of the request from the Junior Board, assembles all available information and data on the subject, then meets with the board and discusses informally his views on the proposal. A vote is taken later by the board, and if the suggestion passes it is sent on to Mr. Paden. Otherwise, the suggestion is automatically "killed."

The suggestion, when passed, is presented to Mr. Paden in written form as a recommendation. If he, as company president, has the authority to pass on the recommendation, he either accepts or rejects it, giving his reasons for doing so. If Mr. Paden is not in a position to act on the proposal, he submits it to the Senior Board of Directors for a vote. A tribute to the efficiency of the Junior Board, practically all recommendations to date have been approved.

When a recommendation is passed, Mr. Paden immediately contacts the person or persons in charge of the department in which the recommendation should be carried out and authorizes them to put the new suggestion into operation.

Mr. Paden works closely with the Junior Board and frequently solicits their advice on problems which affect the operation of the company. And he leaves to the direction and supervision of the board all company social events and the planning of such campaigns as the Community Chest, Red Cross, Blood Donor and other charity and civic endeavors.

Mr. Paden points with understandable pride to the accomplishments of the Junior Board of Directors. While the list of suggestions which they have effected is too lengthy to describe in full, some of the more recent suggestions which have benefited both the company and its employees are worthy of special mention.

You Asked for it!

New Millers Falls $\frac{1}{4}$ " Drill with pistol grip

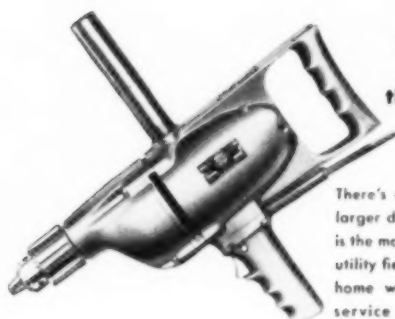
Here it is! The drill you've been asking for. With all the outstanding features which have made the No. 914 so popular — and with the extra sales plus of a *pistol grip*. This new No. 814 is the finest available at such a reasonable price. A fast-moving tool — in all ways. Drills up to $\frac{1}{4}$ " diameter in steel. Also operates grinding, buffing and wire brush wheels, sanding discs and polishing bonnets. Motor: Universal for DC or AC — 25 to 60 cycles — 115 and 220/230 volts. No load R.P.M.: 2500.



No. 814 Pistol Grip Drill \$19.85

Shown above as No. 1814 with Jacobs Key Chuck \$22.35

BIG PROFITS FOR YOU, TOO, IN THESE OTHER OUTSTANDING MILLERS FALLS UTILITY ELECTRIC TOOLS



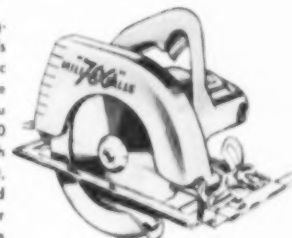
Most Powerful Drill in the $\frac{1}{2}$ -inch Utility Field

There's a big market too for larger drills, and the No. 912 is the most powerful in the $\frac{1}{2}$ " utility field. Ideal for farmers, home workshop owners and service men. A powerful money-maker for you.

No. 912 — \$40.95 with Jacobs Geared Key Chuck

Now a Saw Line for Every Type of Trade

Already hardware dealers recognize the popularity of Millers Falls No. 700 7-inch Portable Electric Saw. Now, to give you a complete line, Millers Falls also offers you its industrial models, the No. 850 9-inch and the No. 1050 10-inch saws. All are rugged, compact, accurate and light — engineered for high production on wood — or with special abrasive discs, on metal, concrete or other materials.



No. 700	\$ 67.95
No. 850	155.00
No. 1050	180.00



Most Versatile Tool Your Customers Can Buy

And the versatility of the No. 966 Sander-Polisher spells bigger sales for you. It's the only disc sander-polisher with an orbital attachment for fine-finish sanding; also buffs, drills, grinds, waxes, sharpens, mixes paints, cleans, operates wire brushes. With 6" rubber pad, 6" lamb's wool bonnet and three 6" sanding discs.

No. 966 — Sander-Polisher . . . \$37.50
No. 980 — Orbital Attachment . . . 15.50

High-Value, Rugged Drill Stands

These stands for $\frac{1}{2}$ " and $\frac{1}{4}$ " drills represent the biggest values you can offer your customers. Their rugged construction assures long-life and working accuracy.

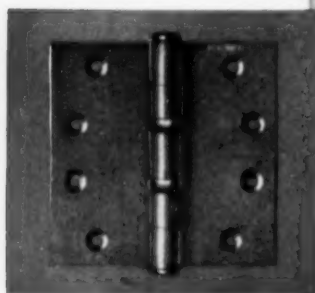
MILLERS FALLS COMPANY, Greenfield, Mass.



The Mark of Superiority



Swinging
through a
long, busy life
comes easy
to office
doors on
McKINNEY
OILITE
Butt Hinges



525 William Penn Place Building, Pittsburgh
Architects: Harrison & Abramowitz, New York
Associate Architect: W. Y. Cocken, Pittsburgh
General Contractor: Turner Construction Co., New York
Financing & Construction: John W. Galbreath & Co., Pittsburgh



All office doors swing on McKinney OILITE Butt Hinges in this new, modern home of United States Steel Corporation and Mellon National Bank & Trust Company in Pittsburgh.

Modern office building doors destined to constant opening and closing, hour after hour, day after day, will operate easily, quietly and trouble-free as long as the building stands, when they ride on McKinney OILITE Butt Hinges.

McKinney OILITE Butt Hinges are equipped with the remarkable OILITE bearings—made of powdered metal (impregnated with oil). These bearings have the ability to hold about one-third of their volume in free lubricant thus providing self-lubrication at all times to the bearing surfaces, assuring smooth, silent performance. All sizes, styles and finishes of McKinney OILITE Butt Hinges are available. All sizes have two or more bearings to carry the vertical load.

The successful development by McKinney of the application of OILITE bearings to door hinges is one more good reason why architects, builders and contractors say with confidence, "To be sure, you couldn't make a better choice than McKinney." McKinney Manufacturing Company, 1715 Liverpool St., Pittsburgh 33, Pa.

McKINNEY

Quality Hinges Since 1865



It was as a result of a board recommendation that special space, complete with desks and telephones, was set aside for the convenience of factory salesmen and for the company's own traveling salesmen.

Noting that much advertising value was being lost because of the lack of uniformity in the appearance of company trucks, the Junior Board recommended that all company trucks be painted the same color, lettered uniformly and numbered.

The board's action on still another suggestion resulted in a comfortable and well-equipped employee lounge in the wholesale warehouse. The lounge is complete with tables and chairs and has its own sink, coffee urn, refrigerator and soft drink dispenser—all furnished by the company. The wholesale warehouse intercommunication system, also installed following an employee suggestion, adds new efficiency to that operation.

Though the Junior Board is not always concerned with what could be termed major changes, still its action on suggestions has benefited virtually every division of this company. The board has led campaigns to reduce waste of electricity and of such supplies as paper and twine, and has worked to eliminate much unnecessary duplication such as various reports which, in the words of Mr. Paden, "no one was paying much attention to anyway."

First-aid kits are now readily available in all stores following a recommendation of the board which also is responsible for many physical improvements that have been made in a number of the company's retail stores.

The board helped conduct an employee opinion survey, the results of which afforded management a clear picture of employees' views of company operations and attitudes toward their jobs and working conditions. Currently, the board makes quarterly inspections of all the company's own retail stores, grading each department on the basis of cleanliness, displays, marked merchandise, conditions of stock rooms, etc. On the basis of these inspections, winning departments receive cash prizes.

More recently, the Junior Board of Directors worked out a detailed vacation schedule which not only gives vacation consideration to

Serving Southern Hardware Jobbers for 65 Years!

JE

From a tiny beginning in 1888, our plant has grown and grown. In our modern factory, we make the dependable products shown on this page. Ample facilities, plus long years of know-how, result in merchandise built to create volume, profits and good-will for YOU.



Hearth Glo CIRCULATORS

A complete line of vented heaters. Distinctive, efficient — very popular sellers.



Hearth Glo GAS ROOM HEATERS

Non-vented type. Sturdy construction, dependable performance — and priced right.



"ST. LOUIS BLUE" TEMPERED STEEL STOVE PIPE

Stronger, longer-lasting, better-looking. We're the oldest manufacturer of stove pipe in America.

JEMCO WOOD HEATERS

Big sellers for years and years. Long-lasting, dependable performance. Several styles.

**Sold Only Through
Wholesalers**



JACKES-EVANS MANUFACTURING CO.
ST. LOUIS 13, MO.

More Sales

VOLUME with...

Pemsco's NEW All-Purpose

FOOD Carrier Cover COMBINATION



Pemsco's ALL-PURPOSE Food Carrier-Cover combination keeps pastries fresh for days; provides an easy way to carry pies, cakes, sandwiches, hot dishes and many other food items to parties, picnics, etc. Beautiful Hand Decorated Flowercraft Design and sparkling colors add beauty to any kitchen, and its ALL PURPOSE uses give this item year around appeal.



Pemsco's All Purpose Food Carrier-Cover Combination... hand decorated in gay colors... makes it easy to carry pies, cakes, hot dishes and many other foods to parties, picnics, etc.

Use the covers to keep foods fresh and appetizing... use the tray by itself to serve cake and sandwiches... use the compact unit for carrying hot or cold food to parties and picnics. Any way you use it... you'll find the new Pemsco Combination one of the handiest and most attractive items in your home!



Pemsco's NEW All-Purpose Mag-Rack

Can be used
in any room
in the house

The Pemsco Mag-Rack fits well into any room. Not too big for crowded bathrooms, yet is large enough to hold sufficient number of magazines. The Pemsco Mag-Rack is attractive and rich-looking, will blend into any living room decorative scheme. Sturdily built, the Mag-Rack can stand heavy use of basement play rooms dens or outside patios.



The Pemsco Mag-Rack will give you an item with volume sales and year-round appeal. Every family will want one or more. An inexpensive magazine rack, expertly made from heavy gauge materials and velvet ebony finish with beautiful Hand Decorated Flowercraft Design.

Each Item **\$2.95** Order Today
Retails for Only **\$2.95** From your Jobber

PEORIA METAL SPECIALTY COMPANY 2505 S. Washington St. PEORIA, ILLINOIS

newer employees, but also provides that employees with as much as 11 years of service receive two weeks vacation in the summer and from four days to one week vacation additionally in the winter, depending upon years of service in excess of 11.

During the early part of the year employees took a course in "How Our Business System Operates," conducted by Fred Burrell, a member of the Junior Board who also has handled the company's relations with OPS. Mr. Burrell, who was first assigned to take the course, sponsored by the National Association of Manufacturers, in turn gave the series of lectures to all employees. Employees were divided into six groups for the course which consisted of three classes. The course further sharpened the interest of all employees in the company's problems and methods of operation and, according to Mr. Burrell, was favorably received by all employees.

From the viewpoint of management, the Junior Board of Directors has more than proved its worth in a way that defies measurement. Company officials have noted that members of the board, as a result of their familiarity with company problems, have grown more management-conscious. This might be better explained as a sympathetic attitude towards management and its attendant problems. However termed, the Junior Board is prone to give full consideration to the general welfare of the company in any action taken.

A term on the Junior Board is for a period of six months. At the conclusion of the term a special meeting is called and all members vote by ballot to elect a membership committee. Those elected to the committee (nine in all) are considered re-elected to the board and may elect two new members for the board, subject to the approval of Mr. Paden, who watches these choices closely.

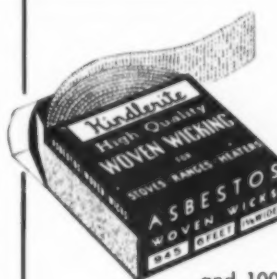
"When the Junior Board chooses a new member it is a good indication that he may have executive ability," he says.

It is always the aim of the board to have a membership representing all departments of the company.

Regular scheduled meetings of the board are held the last Tuesday in the month, a few days before the meeting of the Senior

3 R/M Wicks FOR QUICK PROFITS

No matter which of these three wicks your customers select, you get a generous profit. R/M Wicks are the pick of the wicks. They give clean, reliable burning. They're made to last, and to keep your customers happy.

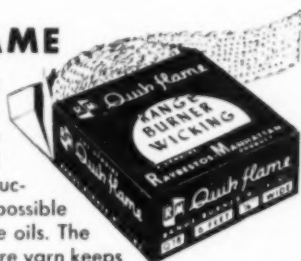


KINDLERITE

R/M's standard quality woven asbestos kindler. A sturdy, long-lived wicking with wire core in both warp and filling yarn. Packaged 5½ ft., 6 ft. and 100 ft. to the box, in widths of ¾", 1", 1 ¼" and 1 ¾".

QUIK FLAME

The most efficient kindler ever developed for range burners. Patented open mesh construction provides best possible results with distillate oils. The extra-heavy wire core yarn keeps the kindler upright in the burner channel. Glass yarn at burning edge facilitates the removal of carbon deposits. Packaged 6 ft. to the box, ¾" and 1 ¾" wide.



WOVEN GLASS

The acme of perfection in stove kindlers, assuring long life and maximum stove performance. The only glass wicking woven with a wire core in every strand to protect the burning edge. Packaged 5½ ft., 6 ft. and 100 ft. to the box, in widths of ¾", 1", 1 ¼" and 1 ¾".



RAYBESTOS-MANHATTAN, INC.
ASBESTOS TEXTILE DIVISION, MANHEIM, PA.

Factories: Manheim, Pa.; No. Charleston, S.C.

RAYBESTOS-MANHATTAN, INC., Manufacturers of Asbestos Textiles • Teflon Products • Packings • Mechanical Rubber Products • Abrasive and Diamond Wheels • Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Radiator Hose • Rubber Covered Equipment • Sintered Metal Products • Bowling Balls

Maximum Strength LIGHTER WEIGHT— LESS FATIGUE PER MAN HOUR

Erie
**PIPEMASTER
WRENCHES**

Erie Hook and Heel Jaws triple-heat treated for correct hardness—to prevent teeth from chipping or crushing.

Erie Handles and Housings of highest grade alloy iron for maximum tensile strength without useless weight.



PIPEMASTER—the heavy duty wrench with the highest tensile strength! Perfectly balanced PIPEMASTER is free of excess fatiguing weight—as much as 20% less, thus causing less man-hour fatigue. Easily adjusted and has a quick, sure grip-and-release action. Each PIPEMASTER is performance-tested to exceed government specifications. Sizes range from 6" to 48". Finished in Erie Green.

Erie . . . America's only
unconditionally guaranteed tools

THE

Erie

Folder upon request

TOOL WORKS

735 West Twelfth St., Erie, Penna.

Board. Other special meetings are called as business requires. The Junior Board meets occasionally with the Senior Board as one means of having both groups become better acquainted and to afford the Junior Board further opportunity to become more familiar with company problems.

Meetings of the Junior Board are held usually on the employees' time, a good test of individual interest, for an employee is dismissed from the board if he misses three meetings without sufficient cause.

There is little doubt of the favorable affect that the Junior Board of Directors has had on employee relations. One employee summed it up without hesitation:

"A Junior Board of Directors is one of the best things any company can have. Employees can learn how the company operates and the reason for many things which are done. Our ideas receive real attention and working conditions always are being improved. That's what makes this a good place to work. That's why people stay on the job a long time here."

Developing Permanent Employees

(Continued from page 76)

are eligible for the Research Committee.

The Advisory Board holds two three-hour meetings a month to hear reports, lectures from various company supervisors and to develop new ideas. A new chairman of the advisory board is named every six months.

Still another phase of the Moore-Handley training program is conducted by a consulting psychologist, Dr. A. W. Heyer, who makes personal contacts with company personnel six times a month. The purpose of these visits is for prolonged interviews to determine qualities of leadership and executive ability. On one of his visits, the psychologist might interview a promising young sub executive and report reactions to Mr. French. And "the boss" himself isn't immune from the evaluations of the psychologist.

"A man in our company shouldn't ever reach the point where he feels he can't learn," Mr. French explains. "I welcome counsel from a man who sees how



Your
Customers
Know and Buy
J&L Ware ...

You Can
CAPITALIZE CONFIDENCE

with the

J & L

"PROFIT LINE"

Turnover and profit on the sale of galvanized ware are yours when you stock and display the J&L line. People know the J&L name—they have confidence in its reputation for quality and sturdy service. They buy it when they see it in your store.

J&L Ware is priced to cover the big volume market . . . and yield a healthy profit to every hardware dealer. Your local Hardware Jobber can provide you with complete information concerning prices and deliveries. Call him today—get those extra profits with J&L Ware now.

**J&L
STEEL**

JONES & LAUGHLIN STEEL CORPORATION

Container Division

NEW YORK 17, NEW YORK

Galvanized Ware Plants:

Toledo, Ohio, and Atlanta, Georgia



HARDWARE DEALERS AND JOBBERS PREFER ONE SOURCE BUYING!

The S. G. Taylor Chain Company of Hammond, Indiana, manufacturers of a complete line of welded and weldless chain for every industrial, commercial and agricultural need. This means one source buying from your nearest hardware jobber. Taylor uses only the finest available materials . . . the most modern methods and machinery and the greatest force of skilled chain makers in the industry.

Selling the TM Line is profitable and easy, too, because of Taylor Chain's complete merchandising

plan. National advertising in The Saturday Evening Post, Collier's, and leading trade magazines paves the way—creates brand preference for TM Chain. A full range of literature, direct mail material and newspaper mats identifies the jobber or dealer as local headquarters for the famous TM Line. Unique packaging promotes sales—assures easy handling and storing of the various types of chain. See your jobber or write S.G. Taylor Chain Company, Hammond, Indiana, for full details.

TM Chain—a Complete Line!



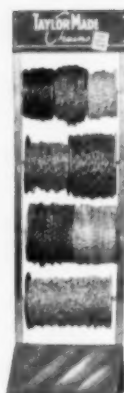
All types of WELDED AND WELDLESS CHAIN

Taylor manufactures everything from 1 3/4" Alloy Steel Chain down to No. 8 Sash Chain, plus a complete assortment of chain assemblies and attachments.



TM TAY-KEG PROVES FAST SELLER FOR BBB AND PROOF COIL CHAIN

Handy Tay-Keg Containers sell Proof Coil and BBB Chain. They're easy to handle and easy to store. Chain available in self-colored or hot galvanized finishes. Sizes 3/16", 1/4", 5/16" and 3/8".



PROFITABLE CHAIN SALES ROLL OFF THESE REELS

The Taylor Chain Display Stand puts chain out in front of your customers. Stimulates sales and profits. Holds eight reels. A weldless chain department on only two square feet of floor space.

See Your Jobber or Send Coupon Today for Details.

S. G. TAYLOR CHAIN CO., HAMMOND, INDIANA

TAYLOR MADE
A GREAT NAME IN
Chain SINCE 1873

S. G. Taylor Chain Co.
Dept. 25 Hammond, Indiana
Rush free catalog on TM Chain.

Name _____

Address _____

others operate successful businesses. And I have received many helpful suggestions from Dr. Heyer."

The consulting psychologist not only helps to select personnel for promotion, but he gives advice on a great many personnel problems and assists in resolving differences of opinions among executives on personnel matters.

The Moore-Handley training program is by no means static. Immediate plans call for product knowledge courses for warehousemen with class instructors being made up of 12 senior buyers.

Plans are also being made for a formalized induction program in which each employee will undergo a two-week period of instruction of one hour a day on such general topics as company history, policies, benefits and safety.

Employees will be orientated more particularly on subjects allied to their employment. For example, a prospective warehouseman will receive instruction on how to fill a company work order, warehouse safety, and in taking inventory. Prospective office workers, on the other hand, will take up such subjects as handling papers, filling out reports, answering the telephone, employee relations, etc.

"We are convinced," says Mr. French, "that all the money and effort put into this training program will bear rich rewards in the not-too-distant future."

He emphasizes that the hardware field, like most others, is becoming increasingly competitive, and the company that trains its employees to do a better, more efficient job is the company that will show more profit at the end of the year.

"For this reason, Moore-Handley will never be without a training program," he states.

Southern Hardware Convention

(Continued from page 17)

"Challenges to American Leadership."

Principal feature of the Monday morning sporting goods session will be an illustrated discussion of "Promoting Wholesale Sporting Goods Sales," including many lantern slide views of wholesalers' sporting goods buses and trailers, sample rooms, shows, catalogs, etc. There will be talks



MERIDEN, CONN.

BOREK PICKS L·O·F IN "BLINDFOLD TEST"

Edward M. Borek of the 103-year-old Lyon & Billard Company (lumber and building materials) says:

"The cutter sounded good on Brand D. The glass parted easier, no ragged edge. Easier to cut by hand or machine" (he tried both methods).



Mr. Borek tried cutting four unidentified brands of good, single strength window glass. He instantly singled out Brand "D" (which was L·O·F) as easiest to cut!

It's easier to cut L·O·F window glass into big pieces, little pieces; angled and curved pieces. You can even cut off thin strips close to the edge with a light stroke.

L·O·F window glass cuts easier because it is annealed more slowly, more patiently. That makes it less brittle. There's less risk of loss from breakage in cutting.

TRY THE "BLINDFOLD TEST" YOURSELF

Practically every man who's taken this test has picked L·O·F no matter whether he cut it first, last, or in between the other brands. Try it and you'll see why you have fewer bad cuts, less waste and more profit, with L·O·F.

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in principal cities throughout the country. And send for your free booklet—"For Greater Profits On Window Glass".

Write Libbey-Owens-Ford Glass Company, 7143 Nicholas Building, Toledo 3, Ohio.



LIBBEY·OWENS·FORD *the easy-to-cut* **WINDOW GLASS**



relating to tubular glass rods and nylon seine twine, and an interesting story of "Veteran Rehabilitation with Sporting Goods," by Andy Anderson, Houston newspaper man who has gained nationwide recognition with his work along this line.

The principal feature of the Tuesday Southern Association meeting, following the annual address of the president, Charles E. Nash, will be a discussion of the various important phases of sales management and sales promotion. The scheduled speakers will be

four SWHA members—W. E. Smith, Oklahoma Hardware Co.; R. C. Neely, Jr., Amarillo Hardware Co.; John Morris, Orgill Brothers & Co., and N. F. Van Hoogenhuyze, Wm. Van Hoogenhuyze Hardware Co.

The Wednesday Southern Association session will feature a talk by E. W. Brasch, prominent Texas hardware retailer; and will include scheduled talks by the following SWHA members: W. Lee Watson on "Plumbing as a Hardware Line"; O. H. Mann on "Furniture as a Hardware Line";

and T. A. Clark, Jr., and C. E. Hamilton, who will discuss various phases of the wholesaler's delivery problems.

The Thursday morning annual meeting of the Southern Association will be featured by talks on "The Back Order Problem" by E. R. Courtney, "Incentive Plans" by C. E. Roberts, and "Photographic Invoicing" by W. H. Terstegge. It will also include reports of officers and committees and other usual association business.

Among the other events of the convention week will be the annual dinner of the Old Guard on Monday night and the Old Guard annual meeting on Tuesday morning.

General convention entertainment, in addition to the Sunday evening reception, will include the following: Informal dancing on Monday night, following the joint opening business session; golf tournament for men in the sporting goods group on Tuesday morning; the regular golf tournament for the men on Tuesday afternoon; ladies' luncheon, with style show by Nieman-Marcus Co., Tuesday; general entertainment program for the entire convention crowd Tuesday night, featuring a high-class variety show; and informal dancing is scheduled for Wednesday night.

C. T. Ellis heads the entertainment committee, which includes 12 other officials of Dallas wholesale hardware houses. L. L. Foster is chairman of a six-man golf committee, with Frank Jordan as co-chairman.

All business meetings will be held in the Adolphus Hotel, which will be convention headquarters. However, the Baker Hotel will also take care of a large part of the convention crowd and will be the scene of some entertainment features.

Officers of the Southern Wholesale Hardware Association are: president, Charles E. Nash; first vice-president, R. M. Miller; second vice-president, S. D. May; managing director and treasurer, T. W. McAllister. Members of the executive committee include: Fred C. Barksdale, H. L. DeLoach, C. E. Hamilton, C. E. Roberts, W. E. Smith, and H. B. Horsey.

Officers of the American Hardware Manufacturers Association include: president, Herbert B. Megran; vice presidents, R. H. Coleman and Franz T. Stone; secretary-treasurer, Arthur L. Faubel.

**The FLY TRAPS Your Customers RELY ON
Because They're . . . Scientifically Sound!**

BIG STINKY Outdoor FLY TRAPS

Your customers know Big Stinky through years of advertising in such leading national publications as:

Saturday Evening Post
Better Homes & Gardens
Good Housekeeping
and many others.

Popular Mechanics
Parade
Time

Buyers understand that Big Stinky is escape-proof—that Big Stinky lures, traps, kills flies by the gallons.

And only Big Stinky Outdoor Fly Traps offer all these extra scientifically engineered features:

Baffled top forces draft down through jar for positive scent scavenging.

Blackout feature in top — to prevent escape.

Chemistry of Control Fluid provides ideal atmosphere in jar for luring, trapping, killing flies at maximum efficiency.

Specially made gallon and ½ gallon jars—guaranteeing most effective luring and trapping — by using large quantities of flies to catch flies. Here's how it works:

Big Stinky Control Fluid included with trap, plus water on the starting bait produces a gas generation that attracts a few filthy flies. These in turn are digested to produce the potent scent attractive to thousands of other vicious flies. From then on the trap is self-regenerative — literally feeding on flies.

BIG STINKY FLY TRAP with gal. jar
and 8 oz. bottle of Control Fluid, **\$4.95**
Same with ½ gal. jar. **\$4.49**



and TWO NEW Traps by Dioptron, Too!

LITTLE STINKY



— trap less jar, with 3
oz. Control Powder —
retail price **\$2.95**

WEE STINKY



— slightly smaller trap
less jar, with 1½ oz.
Control Powder — retail
price **\$1.69**

Mfd. by DIOPTRON COMPANY, Milwaukee, Wis.

ORDER THE BIG STINKY FAMILY NOW—for Greater Summer Sales!



EASY TO STOCK, easy to sell Warren-Teed Tools win customers and keep them! Forged and carefully heat treated high carbon steels, these precision tools are used by skilled workmen everywhere. You increase sales and decrease storage problems by stocking them by the carton.

WARREN-TEED

trade

mark

WARREN TOOL CORPORATION

Manufacturers of Warren-Teed and Devil Railway Track Tools

General Offices . . . Warren, Ohio

Export Division . . . 30 Church St., New York 7, N. Y.

The balanced line



PAINTED DUTCH BLUE
FOR SALES APPEAL . . .

Good, workmanlike, handsome Warren-Teed Tools. Tough Dutch Blue enamel protects surfaces — adds good looks to all Warren-Teed items. Put this added sales appeal to work for you today. Your jobber can supply you now!

WORLD'S LARGEST MAKER OF HEAVY HAND TOOLS . . . *exclusively*
SOUTHERN HARDWARE for APRIL, 1953

This Hardware Store Was Built for the Future

IF YOU ARE A hardware dealer doing business in an old store building totally unsuited for modern merchandising, and are considering the construction of a new store, would you build merely for the immediately foreseeable future or plan for a lifetime?

That was the problem that faced the owners of Producers Hardware Co., Inc., Crescent City, Fla., three years ago. Crescent City is a



Every year...all year long...

U.S. ROYAL LEADS THE WAY!

- Far ahead of the field in new product development!
- Chosen, year after year, as original equipment on America's finest bicycles.
- Way out in front in advertising and merchandising dealer support.

UNITED STATES RUBBER COMPANY
549 East Georgia Street
Indianapolis 6, Indiana

small town with a native population of no more than 1,500. The town has no manufacturing and depends largely on citrus growing and other agricultural activity in its immediate area and on winter tourists. Its winter population is swelled by about 2,500 visitors, most of whom spend the entire season.

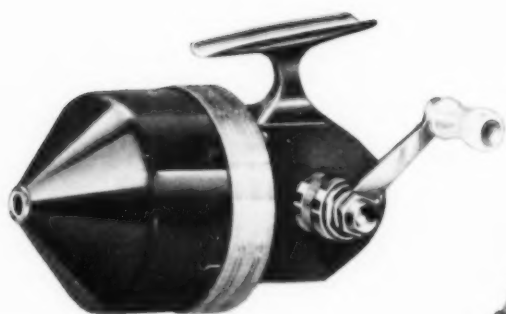
"We decided to build for the future," says Robert Boldrick, part owner and manager of Producers Hardware Co. "We probably built too large a store for a town of this size, but we have to carry a wide variety of merchandise. We have no department store in Crescent City, so we stock almost everything in hard goods."

The store building is one-story, 40 by 140 feet, with an almost solid plate glass front. On the rear is an addition, 60 feet in depth, which houses the appliance repair shop and four stalls for trucks. Two leased warehouses totaling 12,000 sq. ft. are utilized also for lumber and a full line of building supplies.

With these facilities, Producers Hardware does an annual business of about \$150,000. As Crescent City is in the heart of the Florida bass country and is itself situated on a large lake of the same name, fishing tackle and boats are among the items to which the store pays much attention.

Advertising is a problem for a big store in a little town, which has only a weekly newspaper and no radio station. Producers Hardware uses the local newspaper and occasionally carries spot announcements over a Palatka radio station, 25 miles away, although there is much waste circulation. However, the store takes full advantage of manufacturers' advertising aids by mailing pamphlets and circulars.

for Spin Cast Fun·Action·Thrills it's South Bend



SPINCAST® REEL for Longer, Easier Spin Casting

Get the best out of spinning with this easier-to-use reel. One-hand operation—no pick-up arm. Perfect line flow for longer casts. Micrometer-accurate tension adjustment. \$27.50



Here's the tackle that will make spin casting enthusiasts of your customers. It's built with all of South Bend's long experience in making fine tackle... and priced for every prospect. Ask your jobber about this top-quality, fast-selling tackle *now!*

HOLLOW GLASS SPINNING AND FLY ROD

You'll sell them years of enjoyment in this quality built 2-piece rod. Perfect lengths and action for light lures. Power and backbone to bring in big fish. Also has fly rod reel seat. Lengths 6'3", 6'6" and 7'. Weights 4, 4 1/8 and 4 7/8 ozs. No. 3369—\$16.95 and \$17.95. Other spinning rods \$11.95 to \$39.50.



DECEIVER® Nylon Monofilament Line. 2-15 lb. tests. 100 yards 80c and up.



DECEIVER® Braided Nylon Line for spin or light bait casting. 4, 6 and 8 lb. tests. 100 yards \$2.10 and up.

FISH LOVE 'EM



FIN-DINGO®—Wor'ts at any depth, casts easily. 1/2 oz. \$1.25



LI'L RASCAL®—gets the shy big ones. 1/4 ounce \$1.25



SPIN-I-DIDDEE®—lots of surface action. 1/4 ounce \$1.25



SPIN-ORENO®—New, has Bass-Oreno action. 1/5 ounce 85c



SPIN-I-DUZY®—New, semi-weedless, gets fish. 3/10 ounce \$1.25



SUPER-DUPER®—New, has crazy lively motion. 1/3 ounce \$1



CASTING SPOON—always good for results. 3/8 ounce 40c



FISH-OBITE®—insured to catch fish. 4/10 ounce \$1.25



NEW TRADE CATALOG

Shows all South Bend tackle. Includes *new* bait, fly, spinning and salt water rods—*new* reels—*new* lures—*new* lines. Write for it—you need it!

SOUTH BEND BAIT CO., 900 High St., South Bend 23, Indiana

SOUTH BEND
A Name Famous in Fishing

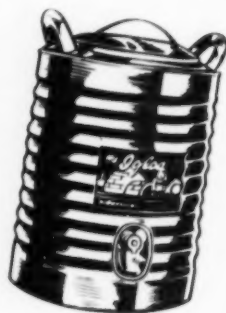
At **WORK** or **Play...**

There's a Thirst for

Igloo

Water Cans and Coolers

Igloo is made in four different sizes to suit any user of a water can or cooler. Each size comes with or without flush-mounted spigots, and there is a choice of foam plastic or air space insulation.



5 or 10 Gal. Sizes



FARM USE



LAKESIDE COTTAGES



CONSTRUCTION JOBS



PICNICS



STORES—SERVICE STATIONS

Igloo cans and coolers last longer because of all-steel construction and careful inspection at 12 different stages of manufacture. Each unit is fully guaranteed by a company with a reputation for high standards.



1 1/2 or 3 Gal. Sizes

- ★ INDIVIDUALLY PACKAGED
- ★ FULLY CORRUGATED

WRITE FOR LITERATURE AND PRICES

BETTIS CORPORATION

P. O. DRAWER 9365 — HOUSTON 11, TEXAS

TENSION-tite*

is the **SOUTH'S** most popular window screen

(Production doubled again at our Georgia plant)



Southern Builders and Homeowners say:

- "I like the low cost and ease of installation. No painting or fitting necessary."
- "TENSION-tite aluminum screens last for years even in the salt air along the coast."
- "It costs less to install TENSION-tite screens . . . yet they look better, admit more light, and there's no maintenance."

EXCLUSIVE GUIDE BAR SPEEDS INSTALLATION

This bar . . . detached temporarily from the screen . . . accurately locates the position for the five screws. Produces a perfect fit in less than five minutes per window.



RUDIGER-LANG CO.

Plants in Toccoa, Georgia and Berkeley, Calif.
Sales Office: International Trade Mart
New Orleans 12, Louisiana

*Trademark of Rudiger-Lang Co.

In its new store, Producers Hardware Co. makes extensive use of open-type display fixtures and floor gondolas, on the principle that customers like to handle the goods they are considering buying. Manufacturers' display stands also are given prominence in the store.

The Boom in Air Conditioning

(Continued from page 79)

uninsulated frame house, an insulated structure, or has heavy masonry walls.

(5) The ceiling height: whether it is 7½ feet or possibly 12 feet.

(6) The construction and location of the ceiling: Is it insulated, is it uninsulated but under occupied space, or is it uninsulated and adjacent to a hot roof or attic?

(7) Is the room on the ground floor or is it over occupied space?

(8) Is the unit for daytime use or just for night use as in a bedroom?

To aid the dealer in determining accurately the size of unit to recommend, most manufacturers have developed a simplified estimating form. With a few hours of training a non-technical salesman can use this with accuracy. Other manufacturers have prepared detailed tables covering rooms of a great many sizes, types of construction and exposure. The tables take into account the variable factors mentioned above. Of still further help, a number of manufacturers have developed pocket calculators, an uncomplicated device which any salesman can use accurately after a brief explanation. In fact the use of any of these devices will enable a dealer to determine within a few minutes exactly what size room air conditioner is needed for the particular space to be cooled.

Many customers will be under the impression that a room air conditioner of any size, once installed in a window, can be put into operation merely by plugging the extension cord into the nearest wall socket. This is usually true where the smaller units of less than 1 hp are used.

However, the dealer should make it clear to the customer buying a 1 hp unit that room air conditioners of this size, generally, are designed for connection to a 250-volt circuit. In every case in a

A PAIR OF ACES!



Here's one game hardware dealers can always win because it's always Dealer's Choice . . . as well as Customer's Choice.

SANDVIK HAND SAWS and **SHARK BRAND CHISELS** are two of a kind—both are made from the same premium Swedish Steel—both are unexcelled in design and performance—both prove aces high with your professional customers—the carpenters.

When your customers use **SANDVIK HAND SAWS** or **SHARK BRAND CHISELS**, substitutes are a gamble because it's a sure bet they expect the *best steel* . . . Swedish Charcoal steel.

WRITE FOR THE
CATALOGS ON

**SANDVIK HAND SAWS
AND SHARK BRAND CHISELS**

Sandvik Saw & Tool

47 WARREN STREET
NEW YORK 7, N. Y.

Division of Sandvik Steel, Inc.

You Make More Money On CASTERS when you carry the FINEST!



Today more people are caster-conscious than ever before.

This TV age makes it essential that furniture be easy to move. More and more people want furniture that can be easily rearranged. These are just two of the reasons for the increased caster demand.

So make sure you have the easy-rolling, quiet Bassick "Diamond-Arrow" and "Diamond-Dart" Casters on hand. They're sure to satisfy... because they're the most efficient ball-bearing swivel casters made.

Get the full advantage of today's big demand by displaying Bassicks on your counter. Ask your jobber for this Bassick Display (HD-10) if you're not already using it.

THE BASSICK COMPANY, Bridgeport 2, Conn. In Canada: Belleville, Ont.



residence, this will require running a special circuit, the cost of which will range from \$40 to \$100 depending upon the conditions involved.

In some instances where a $\frac{3}{4}$ hp unit is to be used, it also may be necessary to run a special circuit. This will depend upon how the house is wired, and how much of a load already is on the circuit to which the air conditioner would be connected.

As a rule no special circuits are necessary for units of $\frac{1}{4}$ and $\frac{1}{2}$ hp. These can be merely plugged into a wall socket. Here again, however, the dealer should point out to the customer that if a number of other electrical appliances already are connected to the circuit the additional starting current required (25 amps in the case of a $\frac{1}{4}$ hp unit, 35 amps for the $\frac{1}{2}$ hp) might overload the circuit and result in a blown fuse.

To assure satisfaction, it would be best for the dealer to inspect the wiring and where overloading might occur, to suggest that a special circuit be installed for the air conditioner. This is particularly important in the case of units which have a heating element.

Operating a Repair Shop for Major Volume

(Continued from page 81)

cautiously, as he appraises his market," advised Pendleton. "And I would say that a good workbench, good vises, grinders, an electric drill and drill press would be essential. An acetylene welding outfit could be added."

Pendleton Hardware frequently is called upon to repair household goods, such as vacuum cleaners, toys, scooters, etc., and the store handles these as an accommodation. But because of their skill and experience the servicemen prefer repair work on chain saws and garden tools of all kinds.

Rentals Can Be Profitable

(Continued from page 83)

easy to definitely establish that the customer is at fault. "When a customer burns out a motor, for example, there is a possibility that

DAZEY ADVERTISING consistently appears in the following magazines—American Home, Cosmopolitan, Good Housekeeping, Household, Ladies' Home Journal, McCall's, Parents', Redbook, House Beautiful, Saturday Eve, Post, Sunset, Family Circle, Today's Woman, Woman's Home Comp., Better Living, Woman's Day, Better Homes & Gardens, Capper's Farmer, Country Gentleman, Farm Journal, Successful Farming.

Crush ice quickly...
fine, medium or coarse
...no mess



Stainless steel, and rustproof parts. At hardware, home furnishings, and department stores.

If your dealer can't supply you—write us for literature and price list.

DAZEY
ICE CRUSHER

\$8.95 to \$10.95

Be
SURE



In colors

DAZEY

ST. LOUIS 7, MO.



Gift Salad Sets attract Shoppers

Do this today: Drop us a postcard requesting our new enlarged Catalog. You will see a beautiful collection of fine wood bowls in a variety of woods and prices for your trade. Also new woodenware gift novelties and kitchenware. You will want to make this comprehensive catalog your woodenware bible. Send for it today.

J. SHEPHERD PARRISH CO.
205 W. Wacker Drive, Chicago 6, Ill.

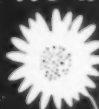
How's your stock

for Mother's Day, May 10th

Have enough stock to meet the demand for *Nationally Advertised*

Be sure

it's a



DAZEY

KITCHEN HELPS

*Women Know Dazeys
Women Want Dazeys*



#160 Ice Crusher



#70 Table Topper
Can Opener



#810C Egg Beater
(Blend-R-Mix)



#61HM Can Opener
(Magnetic Lid Lifter)



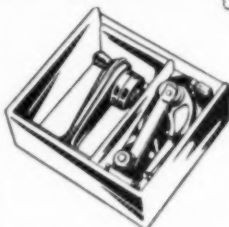
#80 Dazeys Deluxe
Can Opener



#88 Dazeys Dual Electronic
Can Opener
(Magnetic Lid Lifter)



#915 Table Topper Sharpit
(Knife and Scissors Sharpener)



PK1C Shower of Dazeys
Gift Package



#900 Sharpit
(Knife and Scissors Sharpener)



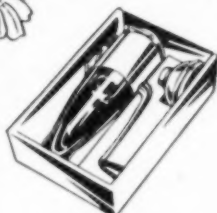
#121 Super Juicer
(Aluminum Bowl)



#90 Hold-Vac
Can Opener



PK3C Bouquet of Dazeys
Gift Package

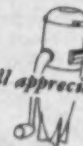


PK5 Cocktail Hour
Gift Package



Father's Day is June 21st

The Dazeys Ice Crusher is a gift Dad will appreciate



June is the Month for Brides

Call Your Jobber Today and

order your stock requirements.

DAZEY CORPORATION

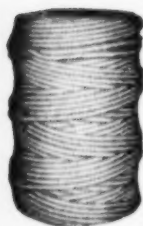
•

ST. LOUIS 7, MO.

Puritan has been my choice for 40 years!



MALLISON WEBBING
Top Puritan quality.
Packed in cut bands
stitched for immediate
use or in 100-ft.
rolls.



**MAGNOLIA
PLOW LINE ROPE**
Top Puritan quality.
Packed in individual
burlap and paper
wrapped tubes. Ideal
for well rope.

CLOTHESLINE

Here are three
proved sales-
leaders. Just dis-
play them and
your customers
will do their
own selling.
Bright colors,
easy inspection
of contents puts
Puritan products
out front in
every market.



Puritan
CORDAGE MILLS
(MANUFACTURERS)

LOUISVILLE, KY.

ATHENS, GA.

it may have already been over-
taxed to the burn-out point by the
preceding users," he explained.
"We carefully explain the opera-
tion of each machine to the user
before he takes it away from the
store. All of our rental units are
simple to operate, and conse-
quently they are not damaged
enough by rental customers to cut
my profits seriously."

In his earlier days, Cox lost a
little money on undependable cus-
tomers, especially among some
small contractors who would use
a machine and return it with the
promise, "I will pay you as soon
as I get paid by the man for whom
I did the work." He now collects
for the first day in advance from
customers who do not already
have an open account with the
store.

Advertising

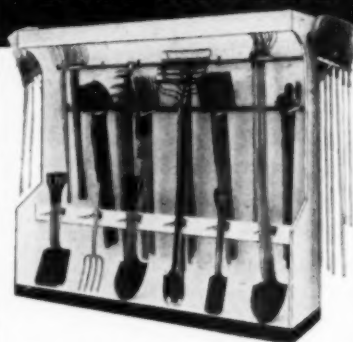
While he now has a large rental
business among regular customers,
Cox continually attracts new cus-
tomers by periodically placing a
classified ad in the local news-
papers. He spends approximately
\$30 a month for this advertising
while it is running and includes
the amount in the cost of main-
taining his rental service. Signs on
his front glass panels also call at-
tention to the rental service.

This service is a great accom-
modation to the average customer.
Cox pointed out. Many home-own-
ers who don't need to sand or
polish their floors very often
wouldn't find it practical to buy a
machine. When they have suf-
ficient spare time at home to do
the work themselves, they save
from \$25 to \$50 a day by not hav-
ing to call in a floor specialist.

Attracts Handymen

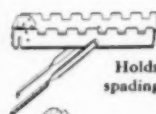
There are thousands of residents in
every community who, during
their leisure time, actually enjoy
making their own home improve-
ments. This includes outside paint-
ing, interior decorating, papering,
building closets and kitchen cabi-
nets, and other repair and mainte-
nance work. They need certain ex-
pensive tools which they would
not be justified in buying for only
spare-time use. The alert dealer
who will investigate this need in
his own community can cash in on
it, Cox said, for it's a profitable
source from which to draw
permanent customers for every-
thing a hardware dealer has to offer.

Rack Up More Sales • Rake in More Profits with **REEVE Shure Sell** TRADE MARK **GARDEN TOOL DISPLAYERS**



The new improved REEVE Shure Sell
Garden Tool Displayers are being wel-
comed by hardware men everywhere
as the most practical, economical and
sales-producing advancement in gar-
den tool displayers in the past 10 years!

*Easy to Install . . . Last a Lifetime . . . Steel
for Strength . . . Riveted Construction for
Durability . . . Durashine for Gleaming Beauty!*



SHOVEL DISPLAYER No. 418

Holds 6 long handled shovels,
spading forks, cultivators, lawn
edgers or similar tools.



RAKE—PITCHFORK DISPLAYER No. 420

Holds 8 rakes or pitch-
forks in a neat step-
down row.



HOE DISPLAYER No. 417

Slanted single bar with 8
slots for hoe display.



Flexible, Interchangeable

Items above are slotted for
use on steel rails . . . Or
may be screwed direct
to wall. Displayer rails
supplied as shown.

WOOD CABINETS ARE NOT FURNISHED

"D" HANDLE TOOL DISPLAYER No. 09



Used in pairs these steel
brackets provide space
saving displayers for
posthole diggers, forks and other tools best
displayed at floor level.

Send now for brochure giving
full description.

Descriptive Catalog

Send for it today! Hundreds
of new improved items from
ticket holders to large display
units.



REEVE COMPANY

"Serving America's Retailers since 1913"

P.O. Box 276 • Rivera, Calif.

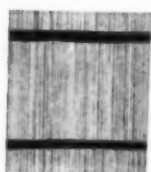


RUBEROID

... the brand that moves building products to market

Ruberoid offers you more than the quality that's built into its products. Ruberoid, alone in the roofing and siding field, has earned the Good Housekeeping Seal of Approval. Millions of people see Ruberoid roofing and siding advertised in The Saturday Evening Post, Household, Good Housekeeping and leading farm magazines. These are the products that help you build better at lower cost and satisfy customer desires.

Color-Grained Siding*



... the decorator-designed, textured asbestos-cement siding that revolutionized the siding market. Now, it has a new sales feature ... Duroc protective finish. Six appealing colors.

*Patent Nos. 2307331; 2307334, others pending

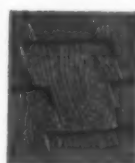
ShadoWedge†



... the tapered asphalt undercourse strip that offers a tighter, better sidewall and adds extra beauty to Color-Grained Siding by providing deep shadowlines.

†Patent No. 2394379, others pending

Tite-On Shingles



... the original interlocking, wind-defying shingle, widely imitated but never equalled in performance and sales appeal. Now available in new pastel blends.

Stonewall Board

... the asbestos-cement building board that outperforms all other materials for farm use and many industry and home uses. Can be scored and snapped to speed jobs.



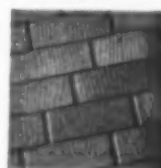
Crawl Space Cover

... has become a best-seller for use in basementless houses and "cast-on-the-ground" concrete slabs. It's required on many F.H.A. jobs.

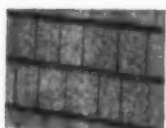


Balanced Thick Butt Shingles

... the perfect shingle with extra coating top and bottom on exposed area ... for extra protection where it's needed to give years of extra wear and protection.



Shake-Design Roll Siding



... shake textured mineral-surfaced asphalt beauty, plus lasting fire and weather protection, opens the door to low-cost modernization jobs.

Dubl-Coverage Roll Roofing



... with fully coated sanded selvage. Suitable for cold as well as hot built-up roofing applications. 60 lb. roll meets all specifications.

Jetblak Roof Coatings and Roof Cement



A complete line of Ruberoid time-tested quality products for roof maintenance and repair jobs — Asphalt, Asbestos - Asphalt Coatings and Plastic Cement — to meet every condition.

These are some of the best sellers among the more than 100 Ruberoid products. For complete reference on every type of asphalt and asbestos products to meet all your customer needs, keep your Ruberoid Catalogs handy ... and call on your Ruberoid representative for product information, displays, literature and other sales aids. The Ruberoid Co., 500 Fifth Ave., New York 36, N. Y. Sales offices in: Baltimore, Md.; Dallas, Texas; Mobile, Ala.

The **RUBEROID** Co.

ASPHALT AND ASBESTOS BUILDING MATERIALS



Doo-Klip
LAWN and GARDEN TOOLS



Doo-Klip
LAWN and GARDEN TOOLS



Doo-Klip
LAWN and GARDEN TOOLS



Novel Advertising Ideas

(Continued from page 84)

traffic by pointing out to contestants the various features of the refrigerator on display in the window, and by noting the contestants' preference in other appliances.

Another scheme to make Horton & Horton a familiar name in the Grenada area consists of specially imprinted paper bags, purchased for bulk merchandise and bearing the store's name, address and telephone number in large, bright-colored letters at the mouths of the bags. These provide individualized, eye-catching advertising media which often have a life-span of several weeks, since the customer frequently uses them for storing other articles after emptying them of their original contents. Although the printing increases the cost of the bags by approximately 10 percent, the firm feels that this is a profitable investment because of the publicity gained.

Other special promotions, coupled with aggressive salesmanship, form the keystone of this firm's merchandising program, accounting for expanding sales in all hardware lines.

New Profit Possibilities

(Continued from page 85)

American population."

Atkins says that same ratio of population makes it necessary to not just accept, but to aggressively go after, the easy-payment business.

"You have to do that to get the customers who have to pay on time," he explains. "If you don't take that business the chain competitors take it. They will sell for 50 cents down or nothing down and so will we. Volume would not be what it is without the business of those who must buy on time—from me or my competitors.

"Naturally, we check through the retail merchants' association, an individual or a family not established as a regular customer. And each month that procedure tells us how many new customers we have added. Customers—who knows?—who may not always have to buy on time.

"Last month we paid the retail merchants' association \$40, at the rate of 50 cents for each investi-



CLAD ALUMINUM

Keystone Aluminum Insect Wire Screening can be sold by you with confidence. Will not stain or discolor woodwork or masonry. Improves home appearance. Light, strong, durable and pleasing to the eye.

GALVANIZED STEEL

Keystone Electro Galvanized Insect Wire Screening, made of specially selected copper bearing steel wire, gives strength and rust resistant qualities.

QUALITY BRONZE

Keystone Bronze Insect Wire Screening, both Bright and Antique finish, woven from highest quality commercial bronze wire of 90-10 analysis (90% Copper, 10% Zinc Alloy) combines beauty, hardness, strength and resistance to atmospheric conditions.

It pays to sell KEYSTONE—top quality insect wire screening for every requirement!

Write for **FREE** catalog today
KEYSTONE WIRE CLOTH CO.
Hanover, Pa. Fostoria, Ohio

gation. So we added 80 customers last month—customers the chain competitors would have gotten if we had not pushed our easy payment terms."

Atkins says the Big Spring Hardware company even sells on easy terms to personnel at the air base established near Big Spring. Although this personnel has no control over length of residence there were only two or three cases where water coolers were repossessed.

These were genuine hardship cases, says Atkins, resulting from marital difficulties and not military transfers.

Get Out of the Store To Build Tool Volume

WHILE THE hand-tool department has long been considered one of the staple "bread-and-butter" departments in the hardware store, it is by no means capable of its full profit without specialized merchandising effort, according to J. A. Mellow, head of the J. A. Mellow Co., hardware dealers in Mart, Texas.

Mellow, whose store includes a sporting goods department, appliances, auto supplies, farm equipment, a complete seed department, and many other specialized sections, has steadily increased tool sales, year by year, during the past decade. Located in a small community of only 2200 population, he nevertheless has an excellent market represented by the variety of rural customers who make up the trading area. In counties surrounding Mart are many poultry farms, cotton-growing acreages, cattle ranching, dairy ranching, and vegetable farms. The variety of animal husbandry and agricultural pursuits involved has made the need for a wide selection of tools paramount—and therefore, the Mellow Co. carries a tool inventory with scores of unusual numbers involved. Through past years, the tool inventory has been constantly enlarged, until it resembles that considered standard in stores selling to communities 10 or 15 times as large.

The secret of highly respectable volume increases in tools from season, never less than 10% for any given year over that previous, lies entirely in "outside prospecting", as Mellow puts it. Except for World War II days, when trans-

JOBBER TOLD US—

"Don't change it!"

You have the BEST and SAFEST catch on the Market!"



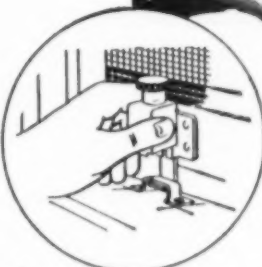
Keystone

ALUMINUM TENSION SCREENS

Growing demand for Keystone Aluminum Tension Screens has resulted in thousands of installations throughout the nation—and our jobbers tell us *this means thousands of satisfied users!*

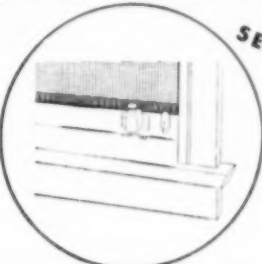
Recently—in trying to make our Tension Screens even better—we demonstrated some new experimental models to jobbers and their salesmen in a number of cities. These men who know what dealers want told us—"Don't change the design of Keystone Tension Screens! You are now using the best and safest catch on the market!"

Cash in now! Display and feature these popular screens—the smart, new way to cut screening costs, reduce maintenance and add convenience to homes and apartments! Ideal for all double-hung windows. Easily installed—no heavy frames to cut or fit. No painting—no rust. Easily replaced screening. Low first cost, low upkeep, neat appearance. Investigate!



Patented tension catch

at sill holds Keystone Screen securely in place. Just turn knob to adjust for proper permanent setting.



Exclusive free floating sill bar

assures snug fit at bottom...adjusts screen to uneven or off-level sill.

SEND COUPON!

Keystone Wire Cloth Co.
Dept. D-12, Hanover, Pa.

Without obligation, send me complete details, prices and discounts on profit-making Keystone Aluminum Tension Screens.

Firm.....

Attn. of.....

Street.....

City..... State.....

USE LUBRIPLATE YOURSELF AT OUR EXPENSE

We want you, Mr. Dealer, to use this white, waterproof lubricant yourself... around your store or your home on any of the thousands of things that need lubrication... We're sure that once you've used this excellent product, you'll stock it in your store... We're so sure of this that we would like to send you a full-sized tube absolutely free.

There is no obligation—just fill in this coupon and mail it today.



LUBRIPLATE DIVISION
Fiske Bros. Refining Co.
137 Lockwood St., Newark 5, N. J.

Please send me your free tube of Lubriplate—the lubricant of a thousand uses!

Name _____
Address _____
City _____ State _____
Jobber's Name _____
Jobber's Address _____

LUBRIPLATE SALES REPRESENTATIVES
Southeastern States
EMMETT F. GOTA
5 Ivy St. Bldg.
Atlanta 3, Ga.
Southwestern States
RAY BELLINGER
Frost Bank Bldg.
San Antonio 5, Texas

portation was difficult, many farmers off in military service, etc., Mellow has made it a routine policy to visit his tool customers "out on the job" whenever time permits. At least three times per week, he takes a few hours off for a drive around the "back roads" as well as making calls on potential tool customers in Mart, Marlin, and other small communities nearby.

There is no set "itinerary" to be followed. In general, the Texas hardwareman merely sees to it that all of his "artisan" customers of the type who make regular use of tools, are called upon at regular intervals. Thus, in the space of two hours, it is not unusual for Mellow to visit an automobile mechanic, a sheet metal shop, a cotton grower, poultry rancher, and an appliance repair shop. In each case, a friendly chat, a discussion of tool problems, helps to implement goodwill, and more frequently than not, turns up valuable tips toward tool purchases in the future.

For example, a plumber complained to Mellow that unscrewing pipes where large clusters of vertical risers or water pipes were set close together, was a laborious, time-wasting job, with ordinary open-end hex wrenches. With many two-story homes in the Mart area undergoing remodeling, the plumber had found it necessary to remove many sections of pipe, installed vertically, in narrow stairway spaces, shafts, etc. During the call, Mellow remembered an open-end wrench, with a ratchet action, which would make it possible to revolve and unscrew a one-inch length of pipe, without turning the wrench all the way around, or removing it frequently for a new seating. He mentioned this to the plumber, who was immediately interested. About a month later, the Texas hardwareman remembered the supplier for this particular tool, and ordered several samples. The plumber was immediately enthusiastic, and since that time, the store has sold over two dozen open-end hex wrenches, plus other ratchet types for working in confined areas.

Similar wrenches, with a variety of extensions, universal joints, adjustable extensions, etc., have been added to the inventory, because a farmer complained of the difficulty of tightening up hard-to-reach nuts and bolts on farm equipment, and did not want to spare the time to bring the equipment in for such service. Devoting plenty of time to

Now! SUPER-IMPROVED

NEW LOK-BLOK
HANDLE CONSTRUCTION—
TWIST AND IMPACT
PROOF... Another
Outstanding and
Exclusive Feature...

PLUS Chrome-plated Satin-finish Blades ★ Super-tension Gripper Fingers ★ Blades Finest Chrome Vanadium Steel ★ Hand Ground Bits ★ Unbreakable, Insulating Handles



Exclusive

LOK-BLOK

(Pat. Appl'd. For)

Models for Slotted and Recessed Head Screws
Specially Designed Bit Fits Both Recessed Head Types

HOLD-E-ZEE®

The Original
Automatic Grip
SCREWDRIVERS

ORDER THRU YOUR JOBBER

UPSON BROS., INC., Rochester 14, N. Y.

choosing ingenious, helpful tools to meet all such problems, won the Mellow Co. several highly pleased customers, and a lot of additional tool sales.

New Users

Many of the commercial shops in the town of Mart and other communities are now making regular use of tools purchased through the Mellow Co., merely as a result of the visit by the enterprising hardwareman. He believes that every such call he has made in the interest of the tool department has paid actual dividends, and the fact that it has steadily increased, with no relaxation of turnover in any section, bears him out.

CONVENTION DATES

Alabama Retail Hardware Association, annual convention and trade show, May 3-5, 1953. Headquarters, Tutwiler Hotel, Birmingham, Ala. Secretary, Mrs. Euna G. Ramsey, 1926 Fourth Ave., Birmingham 3, Ala.

Hardware Association of the Carolinas, annual convention June 9-10, Myrtle Beach, S. C. Secretary, Mrs. Sally C. Masten, 118½ E. Fourth St., Charlotte 2, N. C.

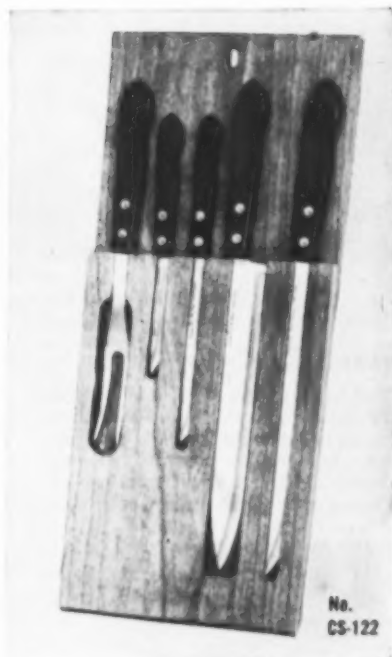
Florida Retail Hardware Association and Georgia Retail Hardware Association, annual joint convention and trade show, April 12-14, 1953. Headquarters, George Washington Hotel, Jacksonville, Fla. Secretary, W. W. Howell, Box 183, Waycross, Georgia.

Mississippi Retail Hardware Association and Louisiana Retail Hardware Association, annual joint convention, May 3-5, 1953. Headquarters, Buena Vista Hotel, Biloxi, Miss. Secretary, David O. Mansfield, Box 1696, Jackson, Mississippi.

Southern Wholesale Hardware Association and American Hardware Manufacturers Association annual joint convention, Dallas, Texas, April 19-23, 1953. Headquarters, Adolphus Hotel. T. W. McAllister, 814 Metcalf Bldg., Orlando, Fla., managing director, SWHA. A. L. Faubel, 342 Madison Ave., New York 17, New York, secretary, AHMA.

CONSUMER SATISFACTION GUARANTEED • RETAIL \$6⁹⁵

There's lots of "sell" in this new Veri-Sharp Cutlery line — with sales features galore. High carbon, stainless steel blades, *Frigid Tempered*, Hollow Ground, to a long-lasting edge. The *DurOwood* Handles take kitchen abuse with ease. Handsome oil-rubbed hardwood blocks hold each knife perfectly. The whole line is there... open stock, kitchen, carving and steak sets. Each set, each open stock piece, carries a *guarantee of consumer satisfaction* — replacement or full purchase price refunded if not completely satisfied after 30-day trial. That's Imperial's assurance that the quality, the price, is right. It's your assurance of better cutlery profits. Ask your distributor or write direct for information.



NEW—FRIGID TEMPERED STEAK SET...RETAIL \$4⁹⁵

High-carbon stainless blades...*Frigid Tempered*...Hollow Ground to take an edge and hold it unbelievably long. *DurOwood* Handles that thrive on abuse. Packed in hand-rubbed hardwood block, gift boxed. Each set tagged with selling story and Good Housekeeping Guarantee Seal.

One of the items in the Imperial Veri-Sharp cutlery line priced for the mass market, and but one of the many fine values made by Imperial in Pocket Knives, Household Cutlery and Tableware. Ask your distributor or write for complete information.

Imperial KNIFE ASSOCIATED COMPANIES, INC.
PROVIDENCE, R. I.

General Sales Office: 1776 Broadway, New York 19, N. Y.

ONE OF THE LARGEST PRODUCERS OF CUTLERY IN THE WORLD

Imperial Veri-Sharp Deluxe Household Cutlery
Imperial Veri-Sharp Household Cutlery
Stainless Tableware by Imperial

Imperial Jack-master Pocket Knives
Ulster Pocket Knives
Schrade-Walden Pocket Knives

NEW

PRODUCTS

AND SALES PROMOTION MATERIAL

Pocket-size Color Packs

Two new pocket-size color packs, each showing 104 Lowe Brothers Plax and Stylist Colors, are being offered to dealers, architects and painters by The Lowe Brothers Co. Compact and handy, the packs are



protected by a leatherette cover and acetate fly sheets.

Colors in each pack are selected by nationally known color authorities and are designed for easy and rapid color correlation and selection. Large size chips offer quick color identification.

The Lowe Brothers Co.
Dayton, Ohio

New Safety Latch Display

A new self-selling counter display unit containing two dozen No. 4345 Anchor Brand safety latches in 6-inch size has been announced by North & Judd Mfg. Co. The latches, for gates and doors of all types, have



a weather-proof, gravity operated device that locks itself when the hook is dropped into position, lifts up for quick release. Latches are priced at 29 cents each, including two staples.

North & Judd Manufacturing Co.
New Britain, Conn.

Portable Picnic Grill

A new, portable picnic grill selling at \$4.98 retail, offers easy and fast starting of fire, plus full control of flame and elimination of food scorching by a new draft control—a circular damper plate which slides, at touch of draft handle, over grazier vents and allows chef to close draft gradually.



Other features include: black, heavy gauge U-shaped fold-away legs which fold inward within perimeter of grill; rustproof, silver color grill with 17-inch diameter cooking surface; hinged grill handle for grill-to-table service; 4-inch deep brazier of sturdy 22-gauge steel in red finish. Complete assembly weighs 7½ pounds. Price includes corrugated carrying carton.

Rochester Can Co.
Rochester 9, N. Y.

Daisy Rifle Promotion

A heavily advertised selling program is being launched on spring-type air rifles by Daisy Manufactur-



ing Co. Culminating in the month of May, which has been designated National Daisy Air Rifle Month, the promotion will carry this theme: "Buy a Daisy—Start or Join a Junior Air Rifle Club." Extensive national advertising will feature the theme and picture Daisy's new 40-page booklet entitled "How to Start a Junior Air Rifle Club."

A spring-and-summer promotion kit featuring gun display stand, gun display card, booklets, window streamer, ad mat and window sticker, is available to Daisy dealers and distributors, until the supply is exhausted.

Daisy Manufacturing Co.
Plymouth, Mich.

Little Giant Sprinkler

The Little Giant lawn sprinkler designated as Model 10, is a streamlined, rust-proof unit with no working parts. It produces an extremely



fine, soft uniform spray over a 30-foot area and is designed for use in gardens and on lawns. The unit will not wash away seedlings or soil and works at any pressure, it was an-

nounced. It is available in three baked enamel finishes: brass, copper, or green. Suggested retail price is 69 cents.

Yoder Manufacturing Co.
Little Rock, Arkansas

Seal-Dri Sports Booklet

The new Seal-Dri Sportswear Co. 12-page "Facts for Fishermen for '53" is now available free upon request to the manufacturer. The lead article describes "pan fishing" which is available close-to-home for every



fisherman. Other stories give tips to campers and hunters, as well as to fishermen. Also shown is the complete Seal-Dri line of waders, parkas, jackets, raincoats, air mattress, and other products. The booklets are printed in four colors and liberally illustrated.

Seal-Dri Sportswear Co.
2512 Kilburn Ave.
Rockford, Illinois

New Portable Sprayers

Four new sprayers—the Blizzard, Ritesize, Speedex, and the E-Z knapsack sprayer—are announced by D. B. Smith & Co.

The new streamline Blizzard continuous sprayer, featuring seamless brass pump and solid copper tank, is available in both pint and quart sizes. It is designed for spraying roses, flowers, garden plants, etc., as well as for spraying disinfectants.

The Speedex garden and tree sprayer features light weight and long-distance spraying. Made of brass, its adjustable nozzle enables

the user to spray trees, roses, etc., and at a distance of 20 to 30 feet by adjusting the nozzle.

The Ritesize 2-gallon compressed air sprayer offers long hose and brass adjustable nozzle for short or long distance spraying, while the E-Z Knapsack sprayer, designed for spraying weed and brush killing solutions, features a 5-gallon air-cooled tank.

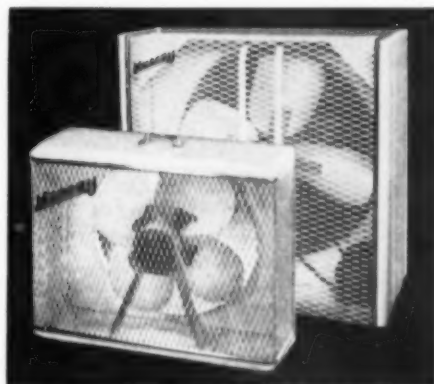
Further information and free catalog is available from the manufacturer.

D. B. Smith & Co.
Utica, New York

Socket, Part Selection

A complete selection of sockets and parts with 1/2-inch square drive have been added to the line of Life-Time wrenches manufactured by The Billings & Spencer Co. According to a company announcement, the new additions are made and packaged exclusively for the hardware trade and were to be available on or about March 1st.

A detailed listing of the many items in the new selection shows a wide assortment of sockets in both the double hex or twelve point pattern, as well as the double square



Our fan family circle is complete

It's twins, at the Murray house. Murray announces the two latest additions to its fan family circle...

The brand new 16" portable window fan, "room ventilator," for window and floor use and...

The gigantic new 30" window fan for the average-to-large home.

These twin additions offer dealers and distributors the most complete, attractive and efficient family of money-makers available in the fan field.

Now—a Murray window fan for every purpose, every home, every budget. You won't miss a sale with Murray.

WRITE FOR NEW CATALOGUE
New catalogue on complete line of
DELUXE and Standard industrial and
attic fans and window fan line



Ventilating & Window Fans

Murray
COMPANY OF TEXAS, INC.

H. C. BIGLIN COMPANY, INC. • 177 HARRIS ST., ATLANTA, GA.

Sales

with
SOUTH BEND CROQUET!

More sales, quicker sales — **MORE PROFITABLE SALES** — are made with famous South Bend Croquet! 7 big reasons why:

1. Deliveries — The largest croquet manufacturer ships promptly.
2. Popular price — Meets family budget allowances.
3. Profit margin — Big retail markups make South Bend sales worthwhile.
4. Quality — Rock maple knurled balls, knurled mallet heads, screw-in handles. Colorful, practical racks.
5. Complete line — 12 models for every family purse.
6. Guarantee — Replacement of mallets and balls against defects.
7. Nationally advertised — A known and accepted line.



Write for 1953 catalog and name of your nearest jobber.

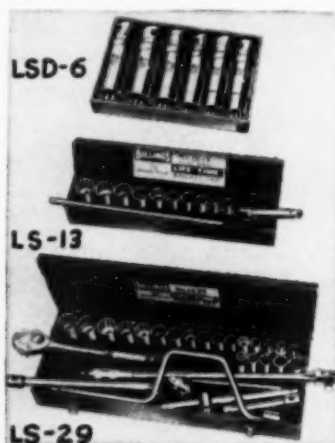
SALES REPRESENTATIVES

East — Julius Levenson, 7 East 17th St., N. Y.
South — Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn.
Midwest — South Bend Toy Mfg., So. Bend, Ind.
Calif. & S. W. — Anderson Sales Company, 730 W. 10th Place, Los Angeles 15, Calif.
Denver & Pac. N. W. — Leo Schetter, 2840 W. 93rd St., Seattle 7, Wash.
Export — Affiliated Exporters, Inc., 10 East 34th Street, New York City

SOUTH BEND TOY MFG. COMPANY
Dept. SH-4, South Bend 23, Ind.

SOUTH BEND
Croquet

or eight point style. Double hex sockets are available in both standard and deep wall models. Sizes range from $\frac{3}{8}$ " to $1\frac{1}{4}$ " for double hex sockets and from $\frac{7}{16}$ " to $\frac{3}{4}$ " for the double square sockets. All sockets are forged from special analysis alloy steel, heat treated and have a chrome plated finish.



Parts and handles for the new sockets include extensions and flex handles of various lengths, adaptors, universal joints and an improved reversible ratchet with only three working parts.

Billings & Spencer Co.
Laurel St.
Hartford, Conn.

Paint Roller, Tray Kit

A new Swiftie Paint Roller and Tray Kit, boxed as a complete unit, has been added to the line manufactured and distributed by Colonial Brush Mfg. Co. The red metal tray with turned edges and clip-lock for ladder use and the roller retail for \$1.98 complete. The Good House-keeping Seal of Approval appears on roller, box, tray flyers, and roller covers, which are available in genuine lambs wool or genuine mohair, depending on the paint used by the customer.

Replacement parts also are avail-



Watch the Sales Roll In



Here's a big, profitable market — and it's easy to cash in on. With just *three* sizes of Stanley Track and Hangers, you can meet the requirements of:

- Home and commercial garages
- Barns
- Machine sheds
- Warehouses
- Industrial plants
- Any Place that uses, or can use, sliding doors up to 1,000 pounds in weight.

Your customers get effortless operation, trouble-free service with Stanley Sliding Door Hardware. Frictionless hangers coast quietly, easily. Track sections are uniformly straight. Stanley "Hold-Fast" Track Clamps bind sections tightly into a single length of track. Box track is weather-protected, dirt-shielded.

It will pay you to promote Stanley Door Hardware. Send for folder.

The Stanley Works • New Britain, Conn.

STANLEY

Reg. U.S. Pat. Off.
HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

THIS FARMER KNOWS HOW TO ADVERTISE



Advertisements like these, appearing regularly in regional farm papers, catch fence buyers' attention.

The farmer who puts up Bethlehem Fence writes a powerful advertisement for himself and his farm. Trim, tight fences say—more effectively than a billboard—here's a healthy, well-managed farm!

One glance at Bethlehem Fence shows why smart farmers are buying it. Inspect the tried-and-proved hinge joints. Test the strength of the tough steel wires. Examine the smooth, vise-tight zinc coating that fights off rust.

There's another reason for displaying Bethlehem Fence in your store. Your customers know the Bethlehem emblem and recognize it as a promise of superior farm products.

Bethlehem Fence is made in all standard styles and sizes. It goes up faster and lasts longer when it's installed on sturdy, easy-to-drive Bethlehem Steel Posts.

Talk over your fence needs with your jobber today. And ask him about Bethlehem's other top-quality steel products. They're shown below.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation



BARBED WIRE



BALE TIES



AUTOMATIC
BALER WIRE



NAILS AND STAPLES

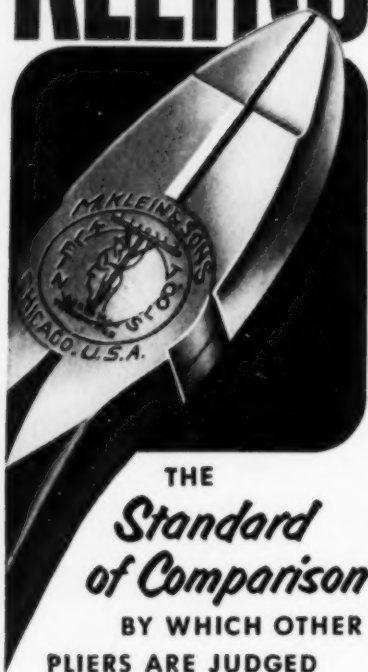


FENCE POSTS



CLOTHES LINE

KLEINS



THE
**Standard
of Comparison**
BY WHICH OTHER
PLIERS ARE JUDGED

Keep a representative selection of Klein Pliers in stock for your best customers—the men who know good tools. They just won't settle for anything less than Kleins—the standard of quality "Since 1857."



Write for your free copy of the Klein Pocket Tool Guide today! Contains useful information.



DISTRIBUTED
THROUGH JOBBERS
Foreign Distributor:
International Stand-
ard Electric Corp.,
New York.



"Since 1857"

Mathias KLEIN & Sons
Established 1857
Chicago, Ill., U.S.A.
3200 BELMONT AVE., CHICAGO 18, ILL.

able. The Colonial Red is used on the package, tray flyer and tag instruction tied to roller. Roller covers are either green or red, depending on the lambs wool or mohair cylinder.

Colonial Brush Mfg. Co., Inc.
Boston 14, Mass.

Slugger Bats with Decals

For the first time in over 35 years, a group of the Louisville Slugger bats make their appearance with decal pictures of famous ball players



and their signatures affixed to the barrel ends of the bats. Known as the Little League Series, the bats were designed especially for little league play and conform to Little League specifications throughout. Pictures of the following list of players appear on the full color decals: George Kell, Ted Williams, Ralph Kiner, Jackie Robinson, Joe DiMaggio, George "Babe" Ruth.

Hillerich & Bradsby Co.
Louisville 2, Ky.

New Lawn Insecticide

A new insecticide to kill and control lawn insects that annoy humans and destroy roots and vegetation has been announced. The new 2-Way Lawn Insect Spray may be applied over a lawn in a few minutes, without any strenuous effort. For insects such as chiggers, one spraying lasts from one to two months, possibly all season, without danger to vegetation, it was announced. For most lawn insects, an 8-ounce container of the insecticide, which sells for \$1.98, covers 8,000 square feet of lawn. Garden hose attachment comes free.

Nash & Kinsella Laboratories, Inc.
1015 N. 11th St., St. Louis 1, Mo.



A light for every customer when you carry the complete "All-Purpose" line of Justrite electric lanterns. Handsomely packaged for instant sale. Nationally advertised.



Model 2108

YELLOW FLASH 8
Most powerful made . . . 2500 ft. beam . . . Uses 8 standard flashlight cells or converts to 6-volt lantern cell . . . Fits in glove comp., tool box . . . Handy square shape, adjustable head, rugged metal case.
List price. \$3.95 less batt.

6-VOLT WORK LIGHT
6-Volt lantern power in a compact 3" x 3" x 5 3/4" unit. Adjustable headpiece . . . Focusing reflector . . . Square base for standing . . . Uses 4 standard flashlight cells.
List price. \$2.95 less batt.



Model 2104



Model 2192

WARNING LIGHT
Perfect Twin to Work Light . . . Designed to give all around light . . . Flasher and red liner give warning . . . Instantly converts to steady white light . . . Uses 4 standard cells.
List Price. \$4.95 less batt.
Money saving Combination 2104 and 2192 available as set in single display carton.

ALL PURPOSE LANTERN
Twin bulb design . . . Emergency bulb instantly available . . . Strong spot beam . . . Light in all directions . . . Globe protected by frame . . . Uses lantern battery . . . Sturdy handle, stand.
List Price. \$7.25 less batt.



Model 2144-S

New Advertising mats, Point of sale material available. Ask your jobber about the Justrite All-Purpose line of electric lanterns. See the all new year-round Justrite ads in Argosy, Outdoor Life, Grit, Popular Mechanics and many other national magazines.

JUSTRITE

2061 N. Southport, Chicago, Illinois

Buckeye

LAWN MOWERS

POWER MODELS • HAND MODELS

reliable merchandise

Designed and built by experienced specialists, BUCKEYE Lawn Mowers provide all modern features combined with practical construction. That's why dealers find the BUCKEYE line to be consistently profitable year after year. Always reliable and efficient — always an excellent value that you can offer with confidence.

HAND LAWN MOWERS

Fine performance;
modern materials.

You can't offer your customers better values. Five models, each with many features, to fit every type of lawn care. Be sure to ask for particulars on the BUCKEYE Hand Mowers.



Buckeye Power King

Modern materials, tested design, attractive appearance. Every feature, from the trouble-free positive clutch to the tread on the rugged tires, will be found sturdy, smooth working and dependable. Ask for details on this MODEL 100. You'll find it a real king in its class, with everything a 20" power mower should have.

Information
on request



LAWN
MOWERS
SINCE 1880

PLEASE
ADDRESS
Dept. LM55

MAST-FOOS

MANUFACTURING COMPANY
SPRINGFIELD, OHIO
POWER & HAND LAWN MOWERS

The customer is Right — when he asks for . . .

GRIFFIN HINGES

When your customer asks for hinges — sell him the best — sell him Griffin. And when he asks for Griffin by name, you can be sure he's right. He has probably used them before and knows that the Griffin line of fine builders' hardware is a quality line . . . finest materials, expert craftsmanship, carefully finished and packaged.

The Griffin line is fast moving — bringing you greater volume and more profit.



GRIFFIN



Every DOOR NEEDS THREE

MANUFACTURING COMPANY

ERIE • PENNSYLVANIA
REPRESENTATIVES

THE B. S. ALDER COMPANY
45 Warren Street
New York 7, N.Y.

WILBUR H. DAVIS
1639 W. Fargo Avenue
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17134-6 Wyoming Avenue
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115 Broad Street
Boston, Massachusetts

CHARLES L. LEWIS
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San Francisco 3, Calif.
WALTER S. JOHNSON & SONS
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Atlanta, Georgia
E. H. FARRAR
6637 Golf Drive
Dallas 5, Texas

R. F. BEVERS
4524 East 60th Street
Seattle, Washington
L. G. FULLER, JR.
644 Wellington Road
Jackson 6, Mississippi
HARVEY D. RUSH & SONS
4638 Nichols Parkway
Kansas City, Missouri

H. C. GLOVER
2611 Garrison Blvd.
Baltimore 16, Maryland
ROY L. ROGERS
1620 Garfield Street
Denver 6, Colorado
W. C. MEIBAUER & CO.
6954 Oleatha Avenue
St. Louis 9, Missouri

easy on the eye...

ATLAS' new two piece
telescopic box is designed
with you in mind.

Easy vision labels that are
colorful and clear appear
on every container. This
attractive package facilitates
both stocking and handling.
This is just one of the many
"something extra" services
that ATLAS offers you.

FREE! Wonderful, time saving
Decimal Calculator

Send your request to Dept. E

NUTS • BOLTS • SCREWS • WASHERS

ATLAS SCREW & SPECIALTY CO.

450 BROOME STREET • NEW YORK 13, N. Y.



Spring Clean Up!

A 70 cent knife you can buy
and sell as a 59 cent leader.



This is a real
spring clean-up
— with a nautical
twist — a putty
knife, Navy type,
— Goodell guar-
anteed. Steel is
tested quality.
Blade 1 1/4" wide,

semi-elastic, hardened, tem-
pered and ground under wa-
ter. Bright metal holster
GOODELL SPECIAL UN-
BREAKABLE CONSTRUC-
TION. Two brass compression
rivets; genuine Rosewood
handle. Colorful compact
counter display box.

This is a 70 cent knife retailing at 59 cents
and giving you 43 1/2% profit at special
offer of \$4.25 per dozen. Offer good only
until June 30, 1953.

GOODELL COMPANY,
Antrim, N.H.



OFFER Expires June 30, 1953

GOODELL COMPANY, Antrim, N. H.
Send us _____ dozen #9011 special Navy Type
Putty Knives on \$4.25 a dozen deal.
Bill and ship through our jobber who is _____

Signed _____
Address _____
Use this coupon or attach it to your regular
order.
☐ Ask for Goodell Cutlery Catalog.

New Picnic Grills

The new Titan Model 201 picnic
grill with draft-check is designed to
cook meats evenly without burning
and to cook for a couple or a crowd.
Firebed is 19-inches in diameter and
removable legs fit compactly into
firepot for easy carrying in picnic
case. Grid and steak turner is of
copperbearing steel wire.



The draft-check shuts off the draft
holes after the fire is started, giving
an ideal flameless cooking fire. This
slow burning process is designed to
save charcoal and eliminate burning
and charring of meats.

Titan Manufacturing Co., Inc.
Buffalo 10, New York

Reversible Two-Speed Fan

Featured in the 1953 line of fans
being manufactured by the Interna-
tional Oil Burner Co. is Model RS-20,
a reversible window fan with a high
speed of 3500 cfm, and low speed of
2500 cfm.

Model RS-20 weighs 40 pounds and
is 24 inches wide, with a 1/4 hp
motor, and 20-inch Cloverleaf blades.
It is designed to pivot easily on its
special mounting to any position de-
sired without removing the fan unit
or screen, and features International's
exclusive new swing-around con-
struction.

Other models in the new Inter-
national line include: a cabinet
model window fan, the Model CR-20,
which features easy installation de-
sign, a two-speed motor, and Clover-
leaf blades; Model DL2, which is be-
ing produced for installation in case-
ment windows; and the International
LC-20, a low-cost, 20-inch window
fan with expandable metal sides
which requires no special fittings or
carpentry.

International Oil Burner Co.
3800 Park Ave.
St. Louis, Mo.

A NEW EAGLE PROFIT-MAKER

in a NEW sales-
promoting display



the modern
all-purpose
#33 EAGLE
precision pump oiler!



- Convenient
- Efficient
- Durable

Here's the newest Eagle inexpensive, modern, all-purpose oiler that can be sold for general use on the farm, in the shop, in the home, in the garage and service station . . . in fact everywhere a dependable, precision oiler is needed.

Its broadened base prevents tilting . . . its body design provides sure and comfortable grip . . . its positive-acting pump mechanism delivers one drop or a full stream of oil . . . its handy pistol grip lever gives perfect operating control . . . its seamless brass spout with detachable cone-shaped tip reaches the spot to be oiled without difficulty.

The Eagle #33 is a high quality, reliable-acting, durable oiler that should sell on sight—and the attractive color display carton holding 6 oilers, will attract attention on the counter and promote "help yourself" sales. Get in touch with your jobber now—order a supply of the new Eagle #33 Oilers.

Only Eagle offers the Complete Line



MANUFACTURING COMPANY Wellsburg, W. Va.



SOUTHERN HARDWARE for APRIL, 1953

IT'S "BATTER UP" SO STOCK UP now

for a season of
profitable sales with
DRAPER-MAYNARD
Professional Model
Fielders' Gloves

D6933.
Three-finger Professional
Model, of selected heavy-weight leather with
laced crutch and adjustable laced wrist loop.

Open a profitable selling season by displaying and selling Draper-Maynard Gloves. This line contains Professional, big-league gloves in many 3-and-4 finger models, and a variety of youth-size models, as well.

Order today! Your Wholesale Distributor is ready to furnish you with the new line of Draper-Maynard Baseball Equipment.



THE DRAPER-MAYNARD CO., CINCINNATI 32, OHIO



ASK
FOR THEM
BY NAME

CLARK
QUALITY INDUSTRIAL FASTENERS SINCE 1854
**BOLTS
NUTS—RIVETS
SCREWS**

The Name Clark . . . a 99 year old part of America's heritage, has always been known to be dependable . . . "For Greater Security Fasten Fast with Clark Fasteners."

Clark products are yours for dependability and yours for workability.

They work with you and work for you.

Uniformity of Quality and Finish have made the name Clark outstanding. For information write to 130 Canal Street.

Get Them from Your Local Jobber or Distributor



Export Dept.: Suite 513
25 Beaver St., N. Y. 4, N. Y.
Whitehall 4-4392

6-0-1

CLARK BROS BOLT CO.
MILDALE, CONN

Warren Wrecking Bars

Warren Tool Corp. announces the reinstatement of the No. 45 Warren-Teed H.Q. wrecking bar, which was withdrawn from the line recently due to material shortages. The complete line, in sizes from $\frac{5}{8}$ x 18 inch to $\frac{3}{4}$ x 36 inch, is available for immediate shipment.

Warren Tool Corp.
Warren, Ohio



The No. 45 wrecking bar is part of the Warren-Teed line and is painted a light blue. There is a high polish on the outside of the claw and chisel

with polished bevels on the inside. The highly polished areas are lacquered for protection. The tough, tempered steel is fully heat treated so that the chisel holds its edge and the claw retains its shape.

Automatic Control Valve

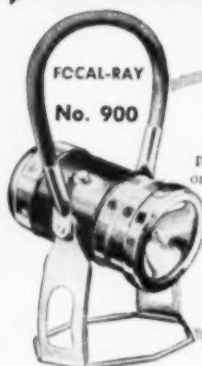
A new pressure reduction valve, known as the Automatic Liquid Level Control, has been developed



For SPORTS CAMPING MOTORING



ELECTRIC LANTERNS



FCCAL-RAY
No. 900

Focal adjustment. Throws powerful spot-beam or floodlight by turning lenshead. Pivot base — light stays "put" at ANY angle. Plastic handle.

\$3.75



No. 870

Turn night into day! Twin lights — extra brilliant side light with top flood light. Pivot base spots light up or down

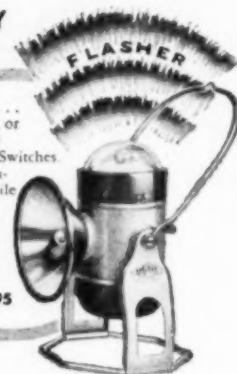
\$4.75



SAFEGWAY
Travelite
No. 958

Blinks . . . Beams . . . or Blinks AND Beams! Twin Switches. Red flasher cautions traffic, while side spot beam provides powerful service light. Pivot Base

\$5.95



EMPIRE

ELECTRIC LANTERNS

are designed to meet the wide, profitable Sports, Motoring, and Farm Market. Nationally Advertised . . . Write for Empire Lantern Catalog.

The METAL WARE CORPORATION, Two Rivers, Wisconsin



NOBLE FIREARMS

**MEAN MORE SALES
DAY AFTER DAY!**

Here's the new, bigger—and better than ever, Noble line of SMOOTH, SLIDE ACTION firearms.

Precision made by men with years and years of experience in the gun business. Each model a tremendous value for your customers. See your jobber.

12 & 16 GAUGE

Model 40, Slide Action, repeating shotgun. Equipped with Recoil Pad and MultiChoke device that provides any degree of choke. New fast action. 28" proof-tested barrel of specially selected steel. Perfectly balanced.



Each one
every inch a
Great Gun!

12 & 16 GAUGE PULL OR MODIFIED CHOKE

Model 50, Slide Action, repeating shotgun. Same as Model 40, but without MultiChoke or Recoil Pad. An unbelievable value.

.22 CAL. RIFLE

Model 33, Hammerless, Slide Action, repeating rifle. Streamlined design. Fast shooting. Dependable and accurate. New safety features.

For more information
please write Dept. B

NOBLE MANUFACTURING CO., INC.
Haydenville, Mass.

SOUTHERN HARDWARE for APRIL, 1953

**NEW! BUILT TO SELL
AND STAY SOLD!**

DURO SUBMERGIBLE PUMPS

Now, another quality Duro product designed to build customer goodwill and increase your profits . . . Duro Submergible Pumps. These Deep Well Pumps operate entirely under water . . . including the motor!

Duro Submergibles embody over 30 years of engineering know how . . . built to provide dependable, lasting service. They're quick, easy and inexpensive to install. Ideal for farms, home and country estates.

Duro Submergibles are available in sizes to and including 3 H.P., with capacities to 3240 G.P.H. and with lifts to 1000 feet. Requires no priming. Noiseless in operation . . . another quality Duro Pump you'll want to sell. Mail the coupon for complete details on new Duro Submergibles.



THE DURO CO.
DAYTON 1, OHIO

DURO BUILDS A COMPLETE LINE OF
WATER SYSTEMS AND WATER SOFTENERS

The Duro Co., Dayton 1, Ohio

Rush complete information on the new Duro Submergibles to:

NAME _____

STREET OR P. O. BOX _____

CITY _____

STATE _____

GET FULL PROFIT

SELL

Mall

POWER TOOLS

As a Mall dealer, you deal directly with the factory representative. Factory-to-you distribution means **FULL PROFIT** for you—right down the line. You'll be amazed when you see the actual figures.

GET TOP QUALITY

SELL

Mall

POWER TOOLS

Mall Tools are famous for superb quality—your assurance of customer satisfaction. You get a top name line **PLUS** lower selling prices (another result of factory-to-you selling).

GET MORE VOLUME

SELL

Mall

POWER TOOLS

The Mall **GUIDE-MASTER** line includes dozens of tools for the home workshop plus scores of attachments. Every sale is an open door to profitable repeat business.

40 Factory-Owned Service Warehouses, Coast-to-Coast, to Give You Fast, Dependable Service

Get the Facts NOW!

HT-5

Send me complete details on how I can become an authorized Mall Dealer.

Name _____

Company _____

Address _____

MALL TOOL COMPANY

7714 S. Chicago Ave. Chicago 19, Illinois

primarily to maintain a low and sensitive outlet pressure. The valve can be adapted to many uses in diverse types of equipment where a steady water or other liquid level is to be maintained automatically.

The unit takes the place of float valves wherever a closed system is desirable because of sanitary requirements or corrosive conditions. The control operates in a range of inlet pressure from 5 lbs. psi to 250 lbs. psi and can be set to maintain a steady water level in a range from 5 to 20 inches.

The Helco engineering staff will cooperate in adapting its valve to meet specific needs and will furnish samples upon written request.

Helco Products Corp.
2041 Colorado Ave.
Santa Monica, Calif.

New Window Fans

A new series of window fans in popular 22- and 24-inch sizes is being introduced this year by Jackson Mfg. Co. Built to a completely new design and finished in a soft green tone, the fans feature an overall grille of expanded metal for maximum air movement. The 22-inch model, powered by a 1/6 h.p. nationally-known motor, moves about 4000 cubic feet of air per minute at a speed of 750 r.p.m. and 2500 c.f.m. at the second speed of 500 r.p.m. This gives the recommended air change per minute for three or four average rooms.

The 24-inch size has a 1/4 h.p. motor and delivers approximately 5000

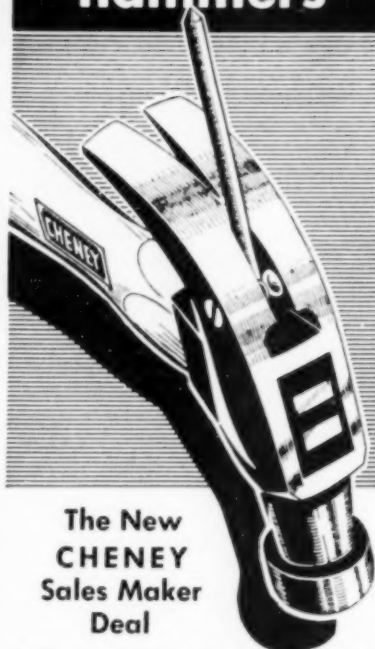


cubic feet of air per minute at 590 r.p.m. and 3000 c.f.m. at second speed of 295 r.p.m. This is said to fulfill the recommended capacity of air change per minute for an average 4- or 5-room apartment or home.

The 22-inch model also is available on special order with a reversible feature. A snap of a switch starts air

CHENEY

nail holding hammers



The New CHENEY Sales Maker Deal

the best ever made. Use it to your profit.

The Cheney Sales Maker has always done a fine selling job for dealers everywhere. Send today for this new Cheney package offer.

- 8 No. 938 hammers 16 oz.
 - 2 No. 937 hammers 20 oz.
 - 2 No. 944 hammers 18 oz.
 - 1 No. 938 hammer, 16 oz., for use with display—at half price.
 - 1 Sales Maker demonstrator and sign—free.
- Hammers supplied in either bell or octagon face.



Graceful and functional are the curved claws of Cheney Nail Holding hammers. They pull nails easier—quicker—further.

Sales Representatives:
JOHN H. GRAHAM & CO., INC.
New York, N. Y.
SANFORD BROTHERS
Chattanooga, Tenn.

ESTAB. 1920
HENRY CHENEY HAMMER CORP.

LITTLE FALLS, N. Y., U. S. A.

Lead With the Leader **Jackson** HOME WHEELBARROWS

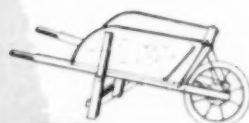
Mean **MORE SALES...
BIGGER PROFITS!**



JAX DELUXE
Knocked-down
best-seller!



You're always sure of fast turnover when you stock the Jackson line . . . because your customers are **pre-sold** on Jackson superiority. Yes, customers know the Jackson name is an assurance of dependable quality and performance. They know that the modern design features of Jackson Home and Garden Wheelbarrows are **best**. Result . . . the Jackson line outsells all others. There's your sales and profit proof!



WOOD GARDEN BARROWS

For lawn, garden or greenhouse use. Made of one-piece exterior waterproof plywood . . . won't warp. Pneumatic or semi-pneumatic tires; also steel wheels.



LAWN ROLLERS

Various types . . . drums made of high-quality sheet steel; edges rounded to prevent cutting of soil. Adjustable scrapers of channel steel; sturdy handles.

Jackson



MANUFACTURING COMPANY
HARRISBURG, PENNA.

Oldest and largest wheelbarrow maker in America

Volume Sales for You!

HANDY-HOOK

Hanging Fixtures

**Versatile, inexpensive wall hangers
in a choice of over 200 styles!**

Here's your chance to supply an urgent need in every home, office, workshop and garage! With more than 200 different types of Handy-Hook Fixtures, there is a fixture for every item in every room in every house. **THE HOTTEST ITEM THIS YEAR!**

Perfect storage for

All tools
Garden implements
Auto equipment



Save hats from crushing
Take shoes off the floor
Increase closet space!

The only really flexible
system of universal Hang-
ing Fixtures.



Ask your jobber or write for full information today at
Phone WALnut 1-5381, Detroit, Michigan.

Modern Displays Inc.

6825 MILLER AVENUE • DETROIT 11, MICHIGAN

**TITAN
PICNIC
GRILLS**

with
**DRAFT
CHECK**

mean

**Flameless
Cooking
profits for you!**

MODEL
201



► **DRAFT CHECK** opens for fast fire starting—closes for even cooking **FLAMELESS** heat. Saves charcoal.

► **LARGE 19"** firebed cooks for a couple or a crowd.

► **CONVERTIBLE WIRE GRILL** becomes meat-turner in an instant.

► **PORTABLE COMPACT...** Detachable legs and meat-turner grill fit neatly in handy carrying case.

► Flameless grills are the newest big thing in outdoor cooking. Your customers will demand them because they provide tasty, mouthwatering meats every time. Ordinary vented grill burns too fast and too hot—burning the meat and losing the delicious juices. Titan **DRAFT CHECK** gives you even, controlled heat for wonderful **Flameless** cooking. Now is the time to get ready for those picnic profits. Send today for full information and **FREE** copy of "How to Become an Expert Chef First Time."



TITAN

MFG.
CO.

BUFFALO 10. N. Y.

blowing into a room from outside for special cooling or ventilating needs.

Jackson Mfg. Co.
2303 West Fairview Ave.
Montgomery, Ala.

Pormix Paint Protector

The new Pormix paint can attachment prevents paint from spilling over when pouring or mixing. The



plastic can-enlarger is attached by pressing firmly into a gallon can, making a tight seal. Tapered at the bottom to fit snugly into all gallon cans, Pormix keeps the sealing groove free from paint when stirring, mixing, or pouring. Retail price is \$1.00 each.

The Pormix Corp.
Glenville, Conn.

Hammer Rehandling Kits

A new hammer handle made of shock-absorbing second-growth hickory and tested to withstand 23,000 lbs. maximum fibre stress at the weakest point is announced by Fayette R. Plumb, Inc. A complete line of rehandling kits, with handles for every size of hammer and hatchet, now is available to the trade.

Each rehandling kit contains a completely finished hickory handle, stained and varnished; two wedges, one cement-treated hard wood and the other a metal cross wedge; and an illustrated set of instructions showing how a tool can be rehandled in five minutes. Kits will retail for 60 and 55 cents, according to size, it was announced.

Fayette R. Plumb, Inc.
Philadelphia, Penn.

The plier
design that

OBSOLETE'S

all others

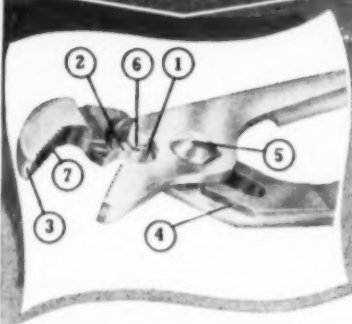
THE NEW No. 420

CHAN NEL LOCK

TRADE MARK REG.

U. S. PATENT OFFICE

PLIER



1. Interlocking principle prevents slipping under any load. 2. New type wide base lugs cannot shear. 3. New nose design for gripping small objects. 4. Patented design of tension edge eliminates stress concentration at channels. 5. New interlocking design minimizes stress on joint bolt. 6. Precision machined interlocking surfaces result in perfect fit, distributing pressure evenly. 7. "Rite Angle" teeth guarantee maximum bite and minimum wear.

Here is a plier that will last for years! Channellock Pliers—made only by Champion DeArment Tool Co., Meadville, Pa.

Send for your Catalog today.

Distributors are listed in the Yellow Pages of most telephone directories under "Tools."



GET NEW SALES *PUNCH!*



Set For Sales!

Each dozen punches mounted on attractive card that tells and sells your customers. Display the card near your cash register and you'll keep it ringing.

WITH THE FAST-MOVING

Stelray SELF-CENTERING PUNCH

Another amazing work-saver that's ringing up record sales. Just place the spring action punch in hinge hole, tap with hammer, remove punch . . . and Presto! . . . you have a perfect hole in which to set your screw accurately. Get an ample stock today and watch them move!

Stelray
PRODUCTS, Inc.
Shelton, Conn.

SOLD THROUGH DISTRIBUTORS ONLY

NEW Additions to the JACKSON line!

Quickest Route
to
Customer Satisfaction!



Fully Dependable . . .

Sensibly Priced

GASOLINE MOWER

Satisfaction assured, with the easy-cutting Jackson mower! One-piece tool steel blade is driven by 1 h.p., 3600 rpm, 2-cycle Power Products Engine. Electric-powered models, too.

Built

For the

Small-Home

Market!



Popular-Size

JACKSON

WINDOW FANS

Quiet, dependable Jackson fans offer good looks and reliable performance. Oilite type bearings; non-overload blades . . . Also, complete line of attic fans.



22" & 24" Sizes

Jackson Mfg. Co. 2303 W. Fairview
Montgomery, Ala. — Tel 3-7790
Builders of RELIABLE EQUIPMENT for the Modern Home

Jackson Manufacturing Co.

2303 W. Fairview Ave., Montgomery, Ala.

Please send me literature and price list for

Jackson Mowers ☐

Jackson Fans ☐

Name _____

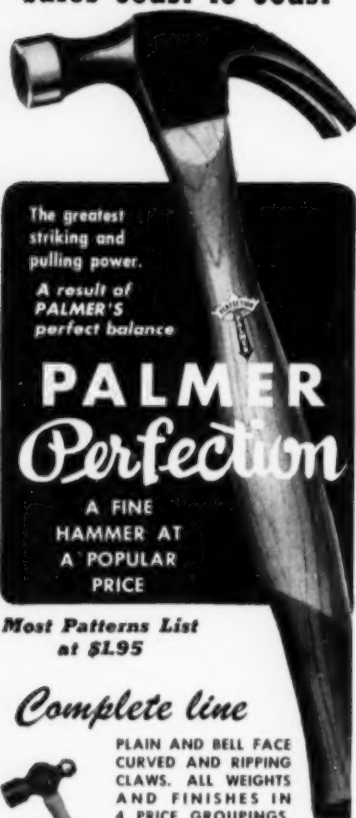
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City _____

State _____

Setting a record!

**WORLD'S STRONGEST
PALMER HAMMER
—chalking up big
sales coast to coast**



The greatest
striking and
pulling power.
A result of
PALMER'S
perfect balance

PALMER Perfection

A FINE
HAMMER AT
A POPULAR
PRICE

**Most Patterns List
at \$1.95**

Complete line

PLAIN AND BELL FACE
CURVED AND RIPPING
CLAWS. ALL WEIGHTS
AND FINISHES IN
4 PRICE GROUPINGS.



PERFECT BALANCE

Manufacturers of
WELLOC PLIERS
Get our illustrated
descriptive literature

PALMER TOOL CORP.
MEADVILLE, PENNA., U. S. A.

Colorful Clotheslines

Tiger Lily plastic clotheslines are now available in pastel colors and packed in shipping cartons that convert to attractive counter displays. Three colors—azure blue, pin-up pink, and tiger yellow—were selected for their appeal to women.



Color is uniform throughout the clothesline, actually "made in" the durable Vinylite plastics, and is guaranteed never to wipe off or fade onto garments.

Shuford Mills, Inc.
Hickory, N. C.

Automatic Lawn Mower

A completely automatic power mower capable of cutting a plot of grass while the operator relaxes in a hammock or does other work, has been introduced by Fairbanks, Morse & Co. Dubbed the "Grass Finder," the new mower can trim a lawn of any shape or size. The operator cuts one strip around the outside of the plot, then sets the mower in automatic operation and lets it go to work.

The mower starts in a clock-wise direction around the plot cutting an 18-in. swath of grass. Mechanical feelers guide the "Grass Finder" along curves and around corners as it keeps working toward the center of the plot. It then moves in a small circle until shut off or led to another plot of grass.

The "Grass-Finder" is a gasoline-powered bar-type rotary mower that can be operated in the conventional manner for trimming. Set for automatic operation, it can cut any grass from 2½-in. to 7 in. high. Cutting height can be adjusted from 1½ in. to 2¾ in. The mower will function automatically on grades up

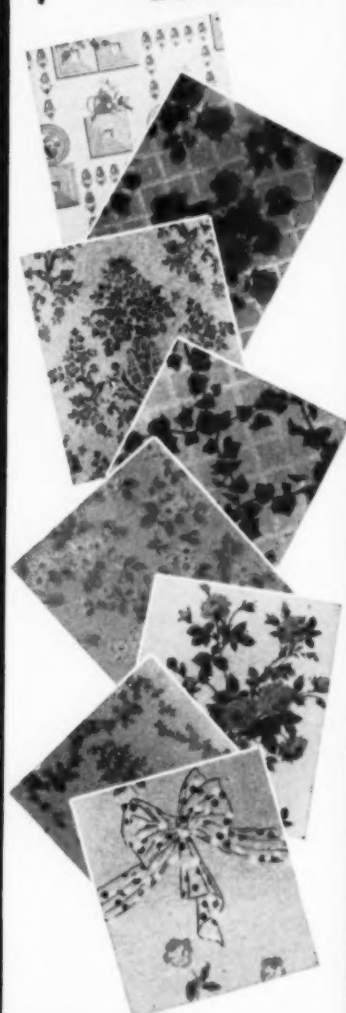


New! ROOMS

FOR OLD

... WITH

Walrite



**MORE PROFITS . . .
. . . MORE CUSTOMERS**

Stock all these Walrite designs.

Write for FREE
Advertising Material

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DECORATED
BUILDING PAPER

FLEMING & SONS, Inc.

DALLAS, TEXAS

WASHERS

STANDARD AND SPECIAL SIZES

★ EACH IS A MASTER PRODUCT

Whatever your Washer needs may be, we can fill them! For more than 25 years we have been faithfully serving the hardware trade.

Our Washers are *Master Products*. Flat, clean cut, hand sorted—no scrap, no slugs, no miscuts.



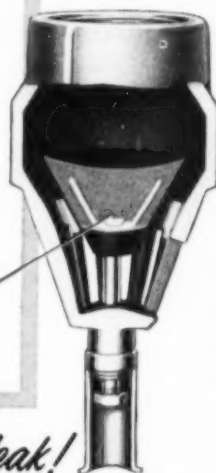
THE MASTER PRODUCTS CO.

6400 Bay View Road

Cleveland 5, Ohio

FOOT AND CHECK VALVES

with the famous
conical rubber poppet



they can't leak!

STRATAFLO Foot and Check Valves end leakage troubles, save their cost many times over in service calls. Ideal for jet type pumps. Ask for Bulletin 203.

order from your jobber

Strataflo

STRATAFLO PRODUCTS, INC.
FORT WAYNE 1, INDIANA

Another LARSON HOUSEHOLD HIT

One Section

for

HARDWARE WEEK

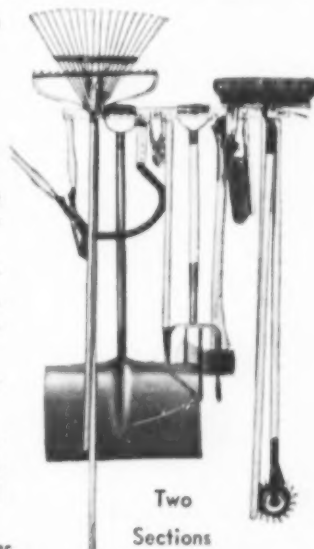
PATENT PENDING

**No. BT-642
BROOM
AND
TOOL RACK**

Holds large assortment of Brooms... Mops... Garden Tools.

- So easy to install.
- Sliding hooks removable for any combination.
- Hooks are self locking.
- For more tools, sections can be added.
- Bright zinc coated finish.

Order Only from Your Jobber



Two Sections

CHAS. O. LARSON CO.
STERLING • ILLINOIS

PEERLESS Can Cover Demonstrates Features of PEERLESS FREEZER



Shows PEERLESS Triple-Action At Work

The PEERLESS "See-the-Action" cut-away can cover fits on freezer in place of regular can cover. Shows the famous fast freezing, triple-action inside the can of the Peerless when crank is turned. Stimulates customer interest and helps to make the sale.

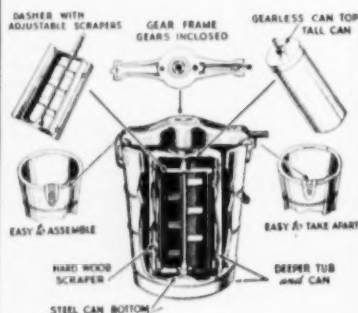
Available only for 3 qt. size freezer. Furnished free on request. Not a gadget but a proven sales aid to increase freezer sales. Write today.

PEERLESS FREEZER

Household Sizes, 2, 3, 4, 6, 8 and 10 quart

Hotel Sizes, 12, 15 and 20 quart

Easy Selling PEERLESS FEATURES:

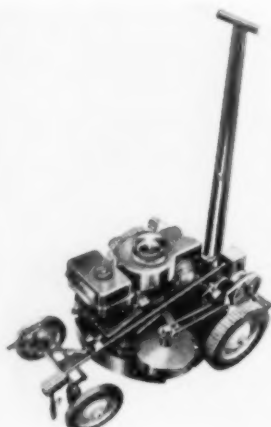


The PEERLESS FREEZER CO.
WINCHENDON, MASS.

to 20 percent.

As grass is cut, it is thrown to the right and the snips are mulched and remulched so that no raking is necessary.

The new mower is simple in design and wholly mechanical, having no electrical control devices. The mower is so constructed that it turns to the right until the mechanical



feeler on the left front side contacts tall grass. This releases a brake and causes the mower to straighten out until the feeler reaches cut grass, whereupon the mower again weaves to the right.

The automatic mower, which will sell for a list price of less than \$300.00, is the latest addition to the Fairbanks-Morse line of electric and gasoline powered mowers.

Fairbanks, Morse & Co.
606 S. Michigan Ave.
Chicago, Ill.

Slugger Year Book

Hillerich & Bradsby's annual baseball publication, "Famous Slugger Year Book," again is made up of 64 pages packed with baseball interest. Included are pictures of the past season's outstanding sluggers, records, hints on how to bat, and highlights of 1952 outstanding baseball events. Of special interest is an article titled "My advice to Young Hitters" by Harold "Pee-Wee" Reese, shortstop and captain of the pennant winning Brooklyn Dodgers.

Sometime ago Hillerich & Bradsby released their 1953 edition of "Official Softball Rules" which also contains pictures of winning teams and records of the 1953 softball season. The two books are being issued by sporting goods dealers throughout the country.

Hillerich & Bradsby Co. Inc.
Louisville 2, Ky.

Tapatco HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof red hooks"

Tapatco TRACTOR SEAT CUSHIONS



For every tractor and farm implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881

THE PAINTER'S FRIEND



CONSUMERS

SPACKLING COMPOUND

FOR REPAIRING
HAIR-LINE CRACKS, HOLES
IN PLASTERED SURFACES

For pre-painting preparation—the smooth way to "crack-proof" plaster walls, seal open joints and cracks in woodwork, fill nail and screw holes, smooth rough wallboard, cover checks and knots in wood. Can be sandpapered to velvet finish. Will not shrink or fall out. Available in 1, 5 lb. cans; 100 lb. drums; 300 lb. drums.

Order from your wholesaler.

CONSUMERS GLUE CO.
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FITLER

A ROPE FOR EVERY NEED

"Waterproofed"



Manila Rope Fishing Rope
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America's oldest name in rope making completes construction of America's newest Rope and Twine Factory.

Located for the convenience of Southern rope users at 4400 Florida Avenue, New Orleans, La. The new Fitler Rope and Twine Factory is now in operation.

THE EDWIN H. FITLER CO.

Since 1804

SOLD BY DEALERS EVERYWHERE

Quality and Attractive Selling Price!

Columbiana's NEW Fig. 20-2
Brass Cylinder Pitcher
Spout Pump . . .

- Brass cylinder (pump body).
- Simple, sturdy; for cisterns or wells up to 25-ft.-deep. Draws water horizontally for short distances.
- Left or right-hand installation.
- Suction valve and cup leather made of finest quality oak tanned leather.
- 3" cylinder diameter; 3½" stroke; 1¼" suction connection for standard pipe tap.
- Individually cartoned; easier warehousing.



MANUFACTURED BY
COLUMBIANA PUMP COMPANY
COLUMBIANA, OHIO, U. S. A.

You'll do better
with **WOODRUFF**
lawn seed

This year Woodruff lawn seed is treated with **Du Pont Arasan** for protection against soil-borne diseases. This treatment insures fullest germination.

Your customers will be happier with Woodruff Arasan-treated Lawn Seed.



Woodruff
SEEDS

F. H. WOODRUFF & SONS
ATLANTA, GEORGIA • DALLAS 2, TEXAS

SM43



"combination"
caulking cartridges

USE THEM BOTH WAYS!

1. Standard Hole-In-Cap with Metal Nozzle Guns



2. With Snap-In Plastic Nozzle* for all Other Guns



At last . . . caulking compound cartridges to fit every type gun! So easy to use . . . either way there's no after-cleaning required. CALBAR Caulk-O-Seal is non-hardening, non-staining and meets all specifications!

*Plastic Nozzle supplied with each cartridge at no additional cost

**SIMPLIFIES INVENTORY . . .
ANSWERS ALL NEEDS!**

Write today for complete details

CALBAR PAINT AND VARNISH CO.
Manufacturers of Technical Products

2612-26 N. Martha Street, Phila. 25, Penna.



for **BIGGER Profits...**

**sell the brands
that people know**



VICTOR STEEL TRAPS

Many styles designed to catch and hold each type of fur bearing animal. No. 2 Double Spring trap shown.

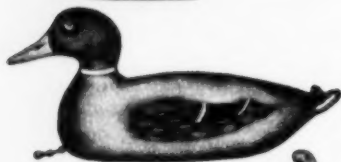
VICTOR MOUSE and RAT TRAPS

Easy to set; quick-catch action. Victor's Holdfast, Auto-Set, 4-Hole Choker, Little Champ and Easy-Set Traps are popular profit builders. Victor Mouse trap shown.



TRUMP GARDEN TOOLS

Gardeners want Trump trowels, forks, cultivators, transplanters and weed cutters. Trowel shown.

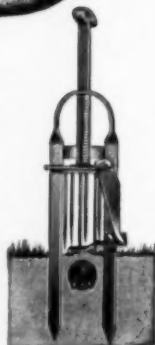


VICTOR DUCK DECOYS

The only complete line—Veri-Lite molded fibre, Victor solid wood, Majestic Tenite plastic. Life-like; perfectly balanced; popular-priced.

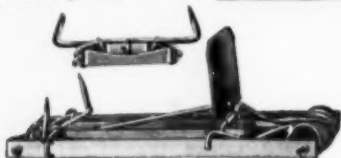
VICTOR MOLE TRAPS

A sure, sensitive 6-prong spear type trap that kills moles. Rust-resistant coating on trap. Easy to set.



VICTOR GOPHER TRAPS

Sturdy and rugged construction. Simple to set; swift to release. Used by U.S. Government Agencies.



* Make sure you always have a complete stock of these selling brands. Order today from your wholesaler for the coming selling seasons.

ANIMAL TRAP COMPANY OF AMERICA
Lititz, Pa. • Pascagoula, Miss.

Pre-Packaged Sheet Metal

A new method of merchandising sheet metal is the Eraydo Alloy, a copper hardened sheet zinc in pre-packaged rolls for over-the-counter sale. The metal is light enough to permit easy cutting and forming with tools found in the average home workshop, and being principally zinc it is easy to solder. Soldering instructions are included in each package.

Among suggested uses for the metal are linings for stone planters



and wooden flower boxes, repairing leaks in gutters and valleys, repairing flashing, patching roofs and making splash boxes for downspouts, etc. Being a non-ferrous metal, it will not rust or deteriorate when exposed to the elements.

The 12 x 30 inch rolls retail for approximately \$1.00, and the 12 x 60 inch for about \$2.00. Both are available through all hardware wholesalers.

Illinois Zinc Co.
2959 W. 47th St.
Chicago 32, Ill.

Household Hardware

The new Stanley Household Hardware 2-way unit, a houseware hardware department in 2½ square feet, is designed to save time and place allied items in one spot. The unit consists of a heavy duty display rack which may be used vertically or horizontally. Made of perforated steel

DAZEY ADVERTISING consistently appears in the following magazines—American Home, Cosmopolitan, Good Housekeeping, Household, Ladies' Home Journal, McCall's, Parents', Redbook, House Beautiful, Saturday Eve. Post, Sunset, Family Circle, Today's Woman, Woman's Home Comp., Better Living, Woman's Day, Better Homes & Gardens, Capper's Farmer, Country Gentleman, Farm Journal, Successful Farming.

**Beats, Blends, Mixes
Whips... Perfectly!**



Adjustable handle for right or left hand use... stainless steel blades... mixes anything mixable. At hardware, home furnishings, and department stores

If your dealer can't supply you—write us for literature and price list.

DAZEY
The Better EGGBEATER **\$5.95**
"BLEND-R-MIX"
In colors

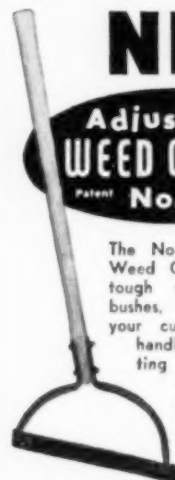
Be
SURE



DAZEY
ST. LOUIS 7, MO.

NEW

**Adjustable
WEED CUTTER**
Patent No. 71 Pending



The No. 71 Little Giant Weed Cutter, for cutting tough weeds and light bushes, is adjustable for your customer's preferred handle length and cutting angle. Plain or serrated blade easily removed for sharpening—overall length 42".

Order from your jobber—display them—then watch them SELL.

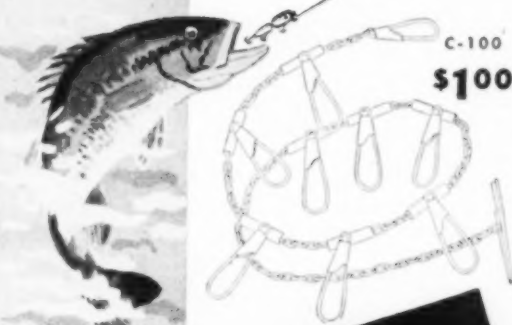
WRITE for FREE catalog.

FREE SHIRT

If Mr. Leon Parker of Minges Hardware Co., Newport, Kentucky, reads this advertisement, we will give him a famous Hathaway shirt. Just drop us a line giving us your shirt size.

NORTH WAYNE TOOL CO.
OAKLAND 2, MAINE

**STRONG ON SALES
LONG ON PROFIT**



FRABILL'S
String'em
**De Luxe
CHAIN STRINGER**

... full 60" ... welded link ... cad-
mium plated ... fitted with needle, 8
individual slide hooks ... additional
slide hooks available.

FRABILL MFG. CO. 938 W. Walnut St.
Milwaukee 5, Wis.

A Complete New Line of
LIDO POOLS
by MUSKIN

**5 SIZES
AVAILABLE**



Heavy stamped
steel legs with bottom
support ... Metal seats — no
sharp edges ... Baked enamel
finish ... Heavy tubular frame.
Plastic or rubberized tanks ...
Waterproof and mildew proof.

Max E.
BRAFMAN
Company

SOLE SALES AGENT
200 FIFTH AVE.
NEW YORK 10

**CONTACT YOUR WHOLESALE
OR WRITE TO DEPT. 5**

**ORDER NOW...
FOR SPRING DELIVERY**

This **ONE-PIECE**
Frame with
Interlocking
Construction*



makes **Rugged Robert**
FLAT WIRE BROOM RAKES



the most durable
and satisfactory
you can sell!

CANNOT LOSE ITS SHAPE OR COME APART
"Serving the Jobber for 16 Years" ^{Patented}

Wire Products **RUGGED ROBERT** Company
2711 North 24th St. Birmingham, Ala.
Members, American Hardware Manufacturers Association

Sells fast by
FREE DEMONSTRATION!

International
WEED-CHOPPER
ELECTRIC FENCER



Cuts and Kills Grass and Weeds That "Short" Electric Fences

**ILLUSTRATED
WEED CHOPPER**

Retail \$29.75

Other models
including
battery operated
\$14.25 up
**BIGGER PROFITS
FOR YOU!**

Sales arguments don't mean a thing—show your
customers by our Free Dealer Demonstration—
they'll buy and buy fast! Farm paper advertising
and dealer helps, feature the "WEED CHOPPER"
Free Demonstration at your store! Mail coupon
today—tie up to this customer-building demon-
stration plan. You'll make more sales—more
profit—more satisfied customers—when you give
free demonstrations of International's famous
"WEED CHOPPER" Electric Fencer!

Write Today for information on how you can make
extra profits with International Electric Fencers.

R. E. ZIMMERMAN & SON SH 453
Mr. R. E. Zimmerman, Manager
Tate St. Station, Box 5115—622 Scott Ave., Greensboro, N. Car.

Without obligation, please send information on International Electric Fencer's
FREE DEMONSTRATION PLAN for Dealers.

ADDRESS _____
NAME _____
TOWN _____ STATE _____



board with strong tubular legs, it is supplied free with each N-102 package of one-half dozen each of 57 items of household hardware. Retail value is \$116.40. Each card is a complete sales unit with every item individually mounted, with screws in the right size and quantity.

Stanley Works
New Britain, Conn.

Utica Screw Drivers

Utica Drop Forge & Tool Corp. is offering a new line of screw drivers to its distributors. The complete line of 23 items comprises the best selling patterns in round blades, square blades, Phillips style and stubbies. The blades are made of SAE6150

chrome vanadium electric furnace steel; handles of amber shockproof Tenite II, and blade lengths range from 12 to 1 1/4 inches.

Utica Drop Forge & Tool Corp.
Utica, New York



CLASSIFIED

Experienced hardware salesmen calling on lumber yards and large hardware dealers wanted by a reputable manufacturer for a line of builders hardware. Also for a line of directly imported door butts, shelf brackets, wood screws, tee and strap hinges, stove bolts, etc., very competitively priced, generous commission, state territory now covering and lines handling in first letter. Box 666, SOUTHERN HARDWARE, 806 Peachtree St., N. E., Atlanta 5, Ga.

FREE

Constantly Corrected MAILING LISTS

HARDWARE AND OTHER

Retailers, Wholesalers, Manufacturers, Lumber Yards, Building Supply Dealers, Plumbing and Heating Jobbers, Electrical Supply Distributors, Auto Accessories and Parts, Farm Implement and Parts Distributors and 350 Additional Trade Lists to Choose from—ALL FREE.

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WE CHARGE ONLY
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MECHANICS' TOOLS and HARDWARE SPECIALTIES

For Your Profits Stock Our
Extension and Wing Dividers

Extension Single Leg No. 104

One Moveable Steel Point
Furnished in Sizes—

	6"	7"	8"	10"
Wgt. Per Doz. Lbs.	3 1/2	4 1/4	4 1/2	6 1/2



Extension Double Leg No. 105

Two Moveable Steel Points
Furnished in Sizes—

	6"	7"	8"	10"
Wgt. Per Doz. Lbs.	4 1/2	5	5 1/2	7 1/2



Wing Divider No. 106

Furnished in Sizes— 6" 7" 8" 10" 12" 15" 18" 24"

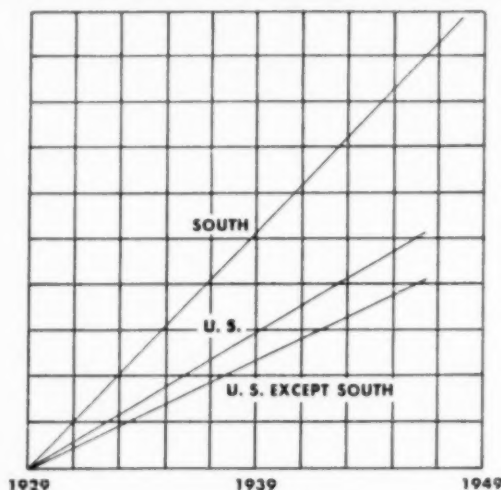
Wgt. Per Doz. Lbs. 3 1/2 3 3/4 4 1/4 7 8 16 18 25 1/2

All Above Points Carefully Hardened and
Springs Carefully Tempered, High Polish Finish

GUARANTEED • SINCE 1830

WILLIAM JOHNSON INC.
BRENNER AND KENT STREETS — NEWARK 3, N. J.

THE FASTEST GROWING MARKET



Increase in "Hardware Store" Sales—1929 to 1948:

Total U. S. sales (except South) for 1929 \$ 594,454,000
Total U. S. sales (except South) for 1948 \$1,842,226,000 Increase 209%
Total U. S. sales (all states) for 1929 \$ 706,043,000
Total U. S. sales (all states) for 1948 \$2,493,649,000 Increase 253%
Sales for 16 Southern states for 1929 \$ 111,589,000
Sales for 16 Southern states for 1948 \$ 651,443,000 Increase 483%

(Note that these figures are for sales of "hardware stores" only. They do not include hardware sales of such important trade outlets in the South as general stores, farm equipment stores, etc.)



The label that
Guarantees Perfection

Guaranteed!

You can't buy or sell finer fishing lines at ANY price. Write for complete catalog of PILOT Linen, Silk and Nylon Lines.

Ask your jobber about the B-W 1953 BONUS PLAN.

SALES REPRESENTATIVES

A few exclusive territories still open for experienced fishing tackle representatives.

The BEVIN-WILCOX Line Co.
East Hampton, Connecticut

MERSHON

SLIP-ON RECOIL ABSORBER



Designed for all shotguns and rifles, the Slip-On Recoil Absorber features the same progressive action as our popular Deluxe and Junior Deluxe models. Makes possible instant installation of the recoil absorber without the use of tools or special equipment.

Made in three sizes: Small — 4 7/8" to 5 1/8"
Medium — 5 1/8" to 5 3/8"
Large — 5 3/8" to 5 5/8"

Color — Walnut Brown
LIST PRICE — ONLY \$2.00 EACH
Sold by leading jobbers everywhere. Write for literature.



MERSHON CO. INC.

EXCLUSIVE MFGS OF "WHITE LINE" PRODUCTS SINCE 1935
GLENDALE, CALIFORNIA •



MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



Contains Mutton Tallow
Stop V-Belt Squeaking, Slipping



Pure homogenized Neatsfoot Oil. Waterproofs, preserves leather, boots, shoes, saddles, luggage.
Liquid Saddle Soap
Animal Shampoo
Animal Hair-dressing

Neatslene Harness Oil
Mfgd. by NEATSLENE CO.
Omaha 8, Nebr., Roy W. "Shep" Shepard

CONTAINS LATEX

Sheps
LIQUID BELT DRESSING

Sheps
Cutting Oil
Sulphurized and Prime Lard Homogenized

Sheps
Canva-Lastic

Waterproofing for canvas awnings, tents, tarps, brick, cement, stone, wood.

Dist'd by white, hdw, mill supply, drug and saddlery houses.

UNEXCELLED JOINTED BAMBOO POLES

Manufactured by

G.M.P. MFG. CO., INC.

Amsterdam, N. Y.

Brass rolled edge ferrules riveted to all our GOLD MEDAL quality Bamboo Poles which has proven to be the leader for over fifty years.

Poles are all guaranteed to be all selected, straightened, and well cured poles with a specially designed tip.

Made in two grades, Unexcelled "52" and Mottled "76", sizes 8' to 16'.

CARDINAL CREOSOTE WHITE PAINT

ORDER FROM — "FLOWS ON SMOOTH AS SILK . . . WATER JUST CAN'T SOAK IN!" — ORDER FROM

ORGILL BROS. & CO.
MOORE-HANDLEY HDW. CO.,
CLARK HDW. CO.,

Cardinal Paint Corp.
1445 N. 6th St. • St. Louis 6, Mo.

RILEY HDW. DO.
O'NEILL-McNAMARA HDW. CO.,
STRATTON-BALDWIN CO. INC.

WRIGHT



HARDWARE CLOTH . . .

every wire round
and true to gauge
..uniform mesh..
free from bulges
..straight selvage
..heavily and
brightly galva-
nized the Wright
way. A Wright
product all the
way from rod to
you.

G.F. WRIGHT STEEL & WIRE CO.
WORCESTER - MASS.

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E. L. HORNIBROOK 306 Carondelet Bldg.
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SELL THE BOBBER THAT SELLS ITSELF!

JUST PRESS 'N TURN



FRABILL'S BOB'EM 2-WAY

FISH FLOAT FOR CASTING OR STILL FISHING
YOURS IN FIVE SIZES — From 20¢ to 40¢
Customers insist on BOB'EM 2-WAY fish floats . . .
made right . . . designed right . . . they work right!

FRABILL MFG. CO. 938 W. Walnut St. Milwaukee 5, Wis.

UNION MADE

56
years
of square dealing!

CARPENTER SQUARES
AMERICA'S FIRST
with
CRAFTSMEN
FOR EVERY USE

NICHOLLS
TOOLS

TROWELS, FLOATS, CEMENT TOOLS, DARBIES, HAWKS

FOR THE TRADE
FOR THE FARMER
FOR THE HOUSEHOLDER
"Quality with Economy"



ZEPHYRLITE

NICHOLLS MANUFACTURING CO., OTTUMWA, IOWA — U.S.A.

HANSON

RECIPE SCALE
An Ideal Gift

A scale every housewife admires and will want for dependable success in cooking. Ingredients accurately measured by weight including shortening. Has kilo graduations for continental recipes. Capacity 8 lbs. by 2 ozs. Colors red or white. Body Styron plastic.

Consult your jobber

HANSON SCALE CO. (Est. 1888)
525 N. Ada St., Chicago 22, Illinois



Model 1308

SIMONSEN

THE BIG PROFIT LINE

LIFT OUT TOOL BOX

A mechanics special! Made of heavy gauge steel. Durable baked enamel finish. Electrically welded continuous piano hinge. Center draw bolt, can be padlocked. Size 19" x 7" x 9".

SIMONSEN INDUSTRIES INC.
1414 S. MICHIGAN AVE.
CHICAGO 5, ILL.



Cat. No. 190 HL

Scharf LEVELS



PROTRACTOR LEVELS

Eliminates "guessing" at difficult angles. Makes Work Easier for all tradesmen! Just one simple turn of the dial and you have the angle or drop per foot you want — quickly, easily, accurately!

Pat. APPLIED FOR

If your dealer can't supply you Write

Dept. T.

J. H. SCHARF MFG. CO.
Omaha, Nebraska



MAGNELITE LEVELS

Unbreakable frame of extruded magnesium—1/3 lighter than aluminum. Replaceable Vial Units. Available in 9 sizes — 12, 18, 24, 28, 30, 42, 48, 60 and 72 inches.

Southern FARM EQUIPMENT

APRIL, 1953

Section of SOUTHERN HARDWARE

806 Peachtree St., N.E.
Atlanta 5, Ga.

LOOK FOR THE NAME

"EMPIRE"

STAMPED ON EVERY PIECE

HEAT TREATED
FOR TOUGHNESS —
TEMPERED
FOR PERFORMANCE



Special analysis "hot top" steel makes "EMPIRE" tillage tools split-proof and curl-proof. "EMPIRE" built products are scientifically heat treated by our exclusive Isothermal process for extra springiness, clean scouring, keen cutting and longer life. There are none better.

"It pays to sell the line with ready trade acceptance."

1840

THE EMPIRE PLOW COMPANY

"In Our Second Century Of Progress"

CLEVELAND 27, OHIO

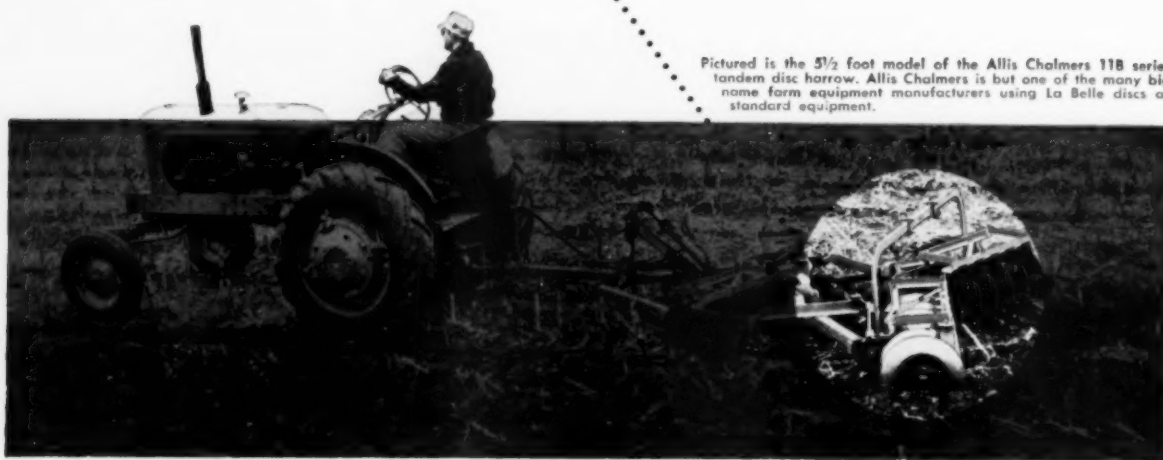
1953



MARK OF TOP QUALITY DISCS



MARK OF TOP QUALITY FARM EQUIPMENT USING LA BELLE DISCS



Pictured is the 5½ foot model of the Allis Chalmers 11B series tandem disc harrow. Allis Chalmers is but one of the many big name farm equipment manufacturers using La Belle discs as standard equipment.

sell 'em the disc that lasts longer

You can keep your disc trade more than satisfied by selling them long-lasting La Belle discs. The lasting qualities of La Belle "slow tempered" discs come from the fine steel used in their manufacture. *We make that fine steel ourselves . . .* and turn it into heat treated "slow tempered" discs.

Because we make our own steel we don't have to trust to others the delicate art of steel formulation. Step by step our own skilled steel craftsmen have complete control of every manufacturing process.

This constant control results in extra disc life for your customers. Sell 'em La Belle.

CRUCIBLE

53 years of *Fine* steelmaking

first name in special purpose steels

AGRICULTURAL STEELS

CRUCIBLE STEEL COMPANY OF AMERICA, GENERAL SALES OFFICES, OLIVER BUILDING, PITTSBURGH, PA.
STAINLESS • REX HIGH SPEED • TOOL • ALLOY • MACHINERY • SPECIAL PURPOSE STEELS

Tom Cartwright helps customer make complete inspection of one of the company's reconditioned tractors. Reconditioning of tractors and other equipment has been an important source of volume for this business which confines its service work entirely to equipment of its own line

By Ross L. Holman



Reconditioning Jobs

THE RECORD-BREAKING drought of 1952 was hard on farmer and dealer alike in many sections of the South, but the Tom Cartwright & Son Company, farm equipment dealers in Nashville, Tennessee, found one means of maintaining a reasonable volume of business even at a time when farm purchasing power was at a post-war low.

These dealers admit, frankly, that their volume was off last season. But they brought relief to

...take up the slack

the situation by vigorously promoting the reconditioning of equipment. This service was a welcomed money-saver for the farmer and was largely responsible for the fact that the company's shop stayed busy at a time when sales of new machinery lagged.

The reconditioning of tractors,

balers, plows and other machinery and equipment has always been profitable for the company which found this work to be an especially good shock absorber when the farmer's chief topic of conversation was hard times.

When the farmer is not able or quite ready to buy a new machine, it is the company's policy to sell the customer on the idea of having his old equipment reconditioned. To make this idea particularly attractive to the prospect, such work receives the same guarantee as new equipment.

All service work is confined entirely to equipment of the line handled by the company. Tom Cartwright, who is operating the business while his father serves in a political office, has a complete record of all the company's equipment presently in use in the territory. He or his shop mechanics check this record periodically to learn what equipment has been in use long enough to need reconditioning or to warrant trading in.

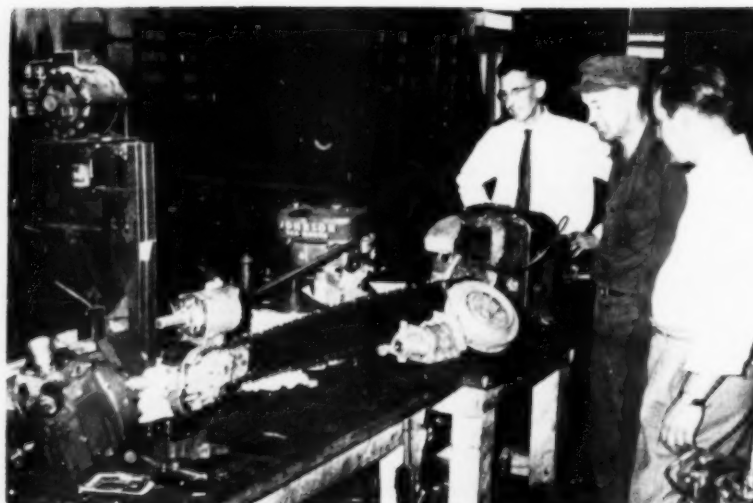
Since this work carries a three-month guarantee, reconditioning jobs were particularly attractive to farmers this past season, and

(Continued on page 193)



Completely reconditioned, this plow will have strong buyer appeal for the farmer who, short on cash, needs such replacement items for his farm

Through making a specialty of repairing virtually all types of small power units, this company has added an important new source of volume. In addition to power saws such as that shown at left in the company shop, the firm will service portable engines, outboard motors, garden tractors and lawn mowers of all types. Company owners emphasize however that mechanics need special training and that an adequate parts department is essential



They find it boosts shop profits to

Service Small Power Units

DEALERS LOOKING for a new source of repair business might take a tip from Baker's, farm equipment dealers in Frederick, Maryland. The company has added substantially to shop volume through making a specialty of repairing all types of small power

By B. Miller

units—portable engines, chain saws, outboard motors, garden tractors, and lawn mowers of all types.

According to these dealers, the repair of small engines is a source of business yet to be fully developed by the farm equipment trade—business that is expanding yearly as new types of power units are introduced on the market.

Since beginning this specialty work, volume has increased steadily for the company. During the last year, for example, repairs of chain saws increased more than 50 percent, lawn mowers, 30 percent, and garden tractors, 20 percent.

"Not every mechanic nor shop can repair an outboard motor or chain saw," said L. E. Baker, who, with his brother, operates the company. "We were aware that many farm and suburban customers were not satisfied with the repair work done on their small engines by automotive repair shops, etc.

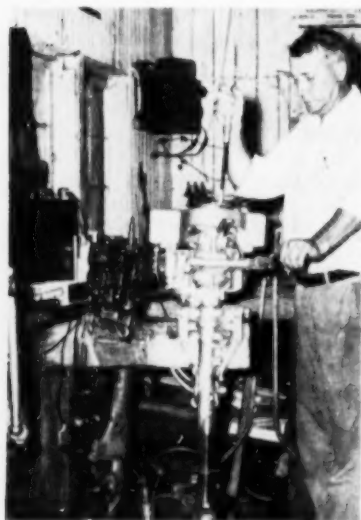
"Special training and experience are necessary in the repair of small engines. And a large parts

department is essential to good service. We are adequately equipped to handle this type of repair work. We have trained mechanics, proper shop equipment, and a complete inventory of parts. This business not only is profitable in itself, but in drawing new customers to the store, this specialty repair service stimulates sales of new equipment."

Three mechanics handle the repair of small engines. Trained on the job and through special schools held by manufacturers, these employees process a large volume of work daily during spring and summer. Work on chain saws keeps the mechanics busy in late fall and early winter. Baker estimates that as many as 500 lawn mowers are sharpened in season, the shop often being booked to capacity two weeks ahead for mower repair and sharpening.

Keeping a record of every small engine repaired is an important factor in this steadily-growing repair volume, said Baker. The company records the kind of equipment repaired.

(Continued on page 186)



Repair of outboards, profitable in itself, helps draw new customers to the store for purchase and repair of major equipment

A report to you about men and machines that help maintain International Harvester leadership

SERVICE is Everybody's Job

at Ellis & Capp Equipment Co., Greeley, Colo.



As a service to farm youth, Ellis & Capp makes its service department available for a Greeley High School vocational agriculture class in tractor maintenance. Pete D'Amato, left, is vo-ag shop instructor. Ernie Orthman, in overalls, of dealership service department, is "host" to the students.

"You can always rely on Ellis & Capp," remarked one of their customers recently. "You can bank on them for sound advice on buying new equipment, service on old machines, or pitching in to help on a community project."

It's not an unusual sight to see the lights in the big Ellis & Capp service department burning late at night, as members of the service staff work overtime to get out needed equipment or act as instructors in tractor maintenance to

4-H Club members, Future Farmers or GI Training groups.

When the sugar beet harvest begins, everyone in the organization puts on coveralls for 'round-the-clock help to customers. "We'd rather work all night than keep a customer out of the field an hour in the race to get his beets harvested ahead of snow and frost," agree Jim Ellis, Jack Capp and Bill Gladstone, officials of the dealership.

A great deal of time and effort are also thoughtfully and willingly contributed to many civic enterprises. Jim Ellis is on the Board of Directors of the Chamber of Commerce and the Rodeo Committee and is a member of his church Vestry. He also served on the OPS Industry Advisory Committee. Jack Capp is Regional Recreation Director of the Boy Scouts of America and Bill Gladstone is a member of the local Girl Scout Council. The firm annually sponsors 800 project calendars for 4-H Clubs.

Sound business management and a genuine desire to be of service to all members of the community, as well as to their own customers, has built a loyal organization of 23 employees and a profitable business for Ellis & Capp. Like so many IH dealerships from coast to coast, this firm recognizes the value of good, sound "human relations" in its contact with customers, the community and the retail farm equipment business.



A well planned course of business as well as support of 4-H and FFA for the year ahead is assured as James F. Ellis (right), president and general manager of Ellis & Capp Equipment Company; W. J. Gladstone, (center) secretary-treasurer; and J. H. Capp, vice president and sales manager, outline their complete program of both sales and community activities.



INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers—General Office, Chicago 1, Illinois

The economic advantages of LP Gas Tractors

Many articles have been written on both the technical and non-technical phases of the use of LP gas for tractor fuel, and many varied experiences have been reported by users. This article reviews some of the mechanics of its use and considers particularly its economic importance for farm use.

LIQUID-PETROLEUM gas (Propane and Butane) has been used for many years, primarily for cooking and heating. Some may recognize it more readily as "bottled gas." More recently its recognition as a motor fuel has become almost nation-wide which, perhaps, was aided a great deal by the efforts to conserve the natural

resources of the United States.

Many people have questioned the availability of LP gas and its distribution for farm use, but the fuel companies have done, and are still doing, a very good job in overcoming any doubt that it is a problem.

Why should LP gas be considered a tractor fuel? The following indicates several advantages which I consider make it a natural fuel for farm and tractor use.

(1) *Clean burning fuel.* Little,

if any, residue remains in the engine. Deposits around the cylinder head, piston rings and valves resulting from fuel are not evident.

(2) *Slow burning.* LP gas is a slow burning fuel providing longer power impulses on each piston, which means that the power from the fuel is delivered evenly and more uniformly throughout the power stroke.

(3) *Eliminates crankcase dilution.* LP eliminates crankcase dilution, reduces sludge formation, providing cleaner crankcase oil during a longer period of operation. Because the cylinder walls are not washed down by unburned fuel, such as results from some type fuels, cylinder, pistons and ring wear is at a minimum. The oil on the cylinder walls is not diluted, which provides more thorough and positive lubrication.

(4) *Quick response to load variation.* LP gas responds much quicker to sudden load applications, as well as variable load during field operations; for example,



Operator, above, refills tank of propane burning tractor. Hand pump and vapor return line is used. The operator refueling his equipment at right uses an electric pump and vapor return line



when a plow or heavy implement is suddenly lowered into the ground, the LP gas permits the engine to respond quicker, thereby picking up the load and moving it more easily and effectively. The effects of this quicker reaction gives the impression of greater available power. When variable loads are encountered in the field, the LP gas responds more quickly, maintains a more uniform operating condition, or uniform speed, and again gives the impression of greater power in the tractor.

This all means that at the end of the day more work is possible which, in effect, reduces the cost per acre. Some users have indicated that 10 percent more work could be done in a day's time resulting from the quicker response to the sudden or variable load operations.

Lower Cost

(5) *Low cost per gallon.* The low cost figure is not as important as the price relationship between the various fuels. A large differential of price in favor of LP increases its potential use.

Normally, a five or six cent differential between LP gas and gasoline is desirable before the user can obtain immediate fuel savings. Some areas have about a twelve cent differential, which makes LP very popular.

The cost comparison shown in the accompanying table is representative (for example) of Georgia when considering a large size tractor. It takes into consideration the average annual hours use of a wheel tractor [in that state] as well as the price differential.

(6) *Reduces maintenance costs.*

LP gas materially reduces maintenance costs. The frequency of overhaul is extended two or three times the normal overhaul periods of engines using other types of fuel. For example, if a gasoline engine is normally overhauled once every three or four years, it may be reasonably expected that the overhaul of an LP gas-equipped engine may not be necessary for six to eight years.

Because LP gas is a slow burning fuel, the engine operates more smoothly, the pressures on the bearings are more uniform and wear is reduced.

Since LP gas is a clean burning fuel, the engine does not become contaminated with residues that build up on engine parts and cause excessive wear. As an example,

the engine parts which are free from these residues are: valves, valve guides, combustion chamber, pistons, rings, and sleeves. The oils are not contaminated with carbon or fuel dilution and this eliminates another source of wear in the engine.

A study made by the Division of Agricultural Engineering, University of California, indicated in a paper entitled "The Place of LP Gas as a Tractor Fuel," that annual maintenance costs of LP gas engines represented about three percent of the purchase price, while gasoline engines represented about four percent of the purchase price.

(7) *Handling and distribution losses are reduced.* Losses due to evaporation are at a minimum since the storage of this fuel is in a closed tank. Losses due to pilferage are eliminated. Handling of the fuel from bulk storage to tractor tanks should be done with a closed system. That is, a vapor line must be used which will eliminate the spillage and evaporation, as

(Continued on page 182)

FUEL COST COMPARISON

	Gasoline	LP Gas
Horsepower	61.8	61.9
Compression Ratio	5.75-1	7.58-1
Fuel Consumed—Average Load Lbs. per H.P. Hour	.633	.525
Gal. per Hour	3.3	4.0
Cost per Gallon	24¢	15¢
Hourly Fuel Cost	79¢	60¢
Annual Cost for Fuel (700 Hours per Year)	\$553.00	\$420.00
Annual Saving with Propane		\$133.00
Annual Saving Percentage		24%

By increasing the use to 1000 hours, the annual saving on fuel alone amounts to \$192.00. This would normally retire the extra cost of the LP gas equipment on the engine during the first year's operation.



This operator in refueling tractor takes advantage of the difference in pressure between the supply tank and the tractor fuel tank. In this instance a vapor return line is not used. In many places this is considered to be an unsafe practice as well as a costly one.

An inside salesman, left, discusses the company's lending service with two customers, while G. F. Mitchell, second from right, looks on. Half of the customers using the lending service eventually buy either new or used equipment from the company

By Theron Garvin



They win new customers with this

Lending Service

LENDING TRACTORS and implements to farmers free of charge might seem to be an unprofitable venture, but owners of the Farm Machinery Co., Beaumont, Texas, have found this to be an unbeatable means of impressing prospective customers with the value of the company's line of equipment.

G. F. and N. W. Mitchell, the two brothers who operate this business, are firm believers in

letting machinery make the sales talk. To these dealers, a piece of machinery operated by the farmer on his own farm impresses the prospect far more effectively than

a sales talk delivered by an outside salesman.

"When we started the business two years ago, an average of three or four farmers a week visited the office to ask if we rented tractors and im-

plements," said G. F. Mitchell. "At that time we told them that we were just starting in business and only sold equipment, but if they wanted a tractor or implement for a few hours we would lend them the equipment free of charge. Many of them accepted our offer and many eventually purchased the machinery they used."

In those early days this lending plan helped the company to compile what turned out to be an unusually profitable prospect list.

When the company accepts machinery in trade, the trade-in
(Continued on page 195)



G. F. Mitchell, above, checks his parts inventory twice each month to make sure seasonal demands can be met. As one means of advertising its lending service, company gives used equipment prominent outside display



"Paint Me a Picture, Mr. Artist . . .



"Paint me a glorious landscape of graceful hills and shaded valleys . . . of frosted mountain tops and gilded shores.

"Be generous with your colors, Mr. Artist. Spare no green when you paint the trees, no crimson when you add the sunset. Be lavish with your blue when you make the sky and lakes and rivers and the sea's rough edge.

"Then, Mr. Artist, paint a town into the scene . . . a town with streets and sidewalks of a kind free men may tread . . . with homes where families may dwell in love and peace . . . with a school where youth may grow in knowledge and wisdom . . . and with factories and businesses where free men can work out their welfare and their future.

"But, above all, Mr. Artist, muster all your skills and talents . . . use your most exquisite colors and your most gifted touch . . . to paint into the scene a church. Let its steeple pierce the clouds . . . let its lighted windows glow . . . let its doors swing wide in welcome. Let it stand, the center of my picture . . . explicit symbol of a people's Faith . . . Faith in their God and their country, in their neighbors and themselves.

"Paint me a picture, Mr. Artist."

JOHN DEERE

MOLINE  ILLINOIS

How to make more money

Selling Water Systems

ONE OF THE notable factors in the progress of agriculture in the South in the last decade has been the extent of rural electrification. Today, more than 2,300,000 farms, or approximately nine out of 10, are wired for electrical living and production.

This has brought an unprecedented rise both in the standard of living and in farm production, and has expanded the market for electric water systems.

In recognition of the importance of running water in modern farming operations, May, 1953 has again been designated National Water Systems Month by the National Association of Domestic and

Farm Pump Manufacturers. This year's theme is "Plenty of Water—Plenty of Pressure," and power suppliers, distributors and dealers will cooperate to impress farmers with the benefits in production, profits, health and fire prevention.

Systematic promotion during the month will be aimed at selling farmers on the advantages of running water. By tying in with the national campaign on a local level dealers, well-armed with sales ammunition, will have an unusual opportunity to build water systems sales.

The national association has emphasized that all signs point to another record year for water



Modern farm kitchens have all the water consuming appliances of their city counterparts. The larger capacity water systems needed are widening the rural replacement market



More water means more milk and more income. Experiments have shown that cows furnished adequate water at all times not only produce more milk but the milk contains more income-producing butterfat. Right: The amount of water hogs drink has a direct relation to the weight they achieve. Running water is a must for increased production



systems sales. More than 680,000 systems were sold and installed in 1952, and that figure is expected to be equalled or exceeded in 1953.

The supply and delivery picture generally is excellent with little likelihood that production will be
(Continued on page 190)

HERE
IT IS!

NEW

Simplicity

Model J

power for the
AVERAGE
YARD

only \$105.00

Get set for PROFITS!

NEW

Simplicity

MODEL

makes every
home owner a
prospect for you

mows lawns • plows snow • cuts weeds • cultivates gardens



NEW 2 HP MODEL J — designed for the average yard! "4-Job Power" mows lawns, cuts weeds, cultivates gardens, plows snow!

Model J Tractor — \$105.00*
Rotary Mower — \$34.00*

28-Way Versatility
52-Week Utility
52-Week Sales
opportunities



NEW 5 HP MODEL V — heavy-duty utility tractor for farms — \$298.00*



Favorite 3 HP Model M-1 — plenty of power for heavy jobs.



POPULAR 2 HP MODEL L-1 — ideal for most gardens, large lawns.

This full-page ad is telling — and selling — the Simplicity Model J story all over the country! Readers of *Sunset*, *Better Homes and Gardens*, and *American Home* are learning about this new labor-saver . . . with "4-Job Power" that takes the work out of tiresome yard chores — and is designed and priced for the average home owner or renter!

Consistent advertising in national magazines is just one reason why Simplicity is the profitable garden tractor line for you!

Three other models in 2, 3 and 5 HP sizes cover the most useful garden tractor power range. Implements for year-round use mean year-round sales . . . and they're interchangeable, so your inventory is easy to control. Simplicity dealer support is the most effective in the industry. And Simplicity customers stay sold!

It pays to be a Simplicity dealer.

America's No.1 Garden Tractor

SIMPLICITY MANUFACTURING COMPANY
Port Washington, Wis.

*Prices F.O.B. Port Washington, Wisconsin

SIMPLICITY MANUFACTURING CO.
Port Washington, Wis.

There are a few choice territories still open for qualified dealers. Please send full details in letter.

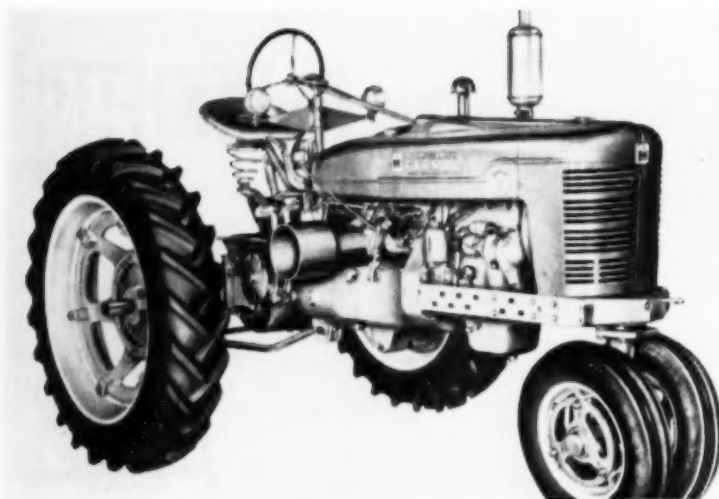
TO: Simplicity Manufacturing Co.
5360 Spring St., Port Washington, Wis.

NAME _____

ADDRESS _____

CITY _____

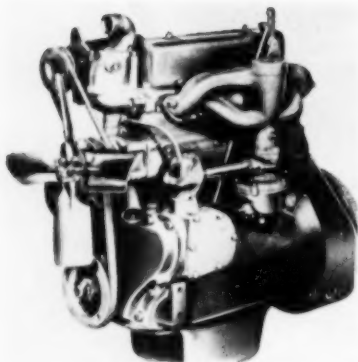
ZONE _____ STATE _____



New McCormick Farmall Super H replaces the Farmall H in the International Harvester line. The new tractor has 14% greater power at the drawbar, up to 26% more field speed

Tractor's valve-in-head engine develops 33 horsepower on the belt and 29 at the drawbar. It has aluminum pistons and automotive-type rings, with a 3 1/2 inch bore and 4 1/2 inch stroke

Harvester's New Farmall



A NEW McCORMICK Farmall tractor—the Super H—recently announced by the International Harvester Co., features an estimated 14% increase in drawbar power and up to 26% faster field speeds.

Heading the list of 21 major improvements, according to the manufacturer, is the new valve-in-head Super H engine. The bore has been increased one-eighth inch to develop the manufacturer's esti-

mate of 33 horsepower on the belt and 29 at the drawbar. Piston displacement has been increased from 152 to 164 cubic inches, and the compression ratio from 5.9:1 to 6.1:1.

A larger-jet carburetor and redesigned camshaft and intake-exhaust manifold, Harvester officials report, help the new engine take in a bigger fuel-air charge and expel burned gases faster for maximum power and fuel economy. It also has aluminum pistons and automotive-type rings for smoother, more vibration-free performance. New valve rotators help keep valve seats and stems free of carbon deposits, cut valve main-

tenance costs. The engine is pressure lubricated and has a pressurized, thermostatically controlled cooling system.

Faster field speeds have been introduced in the Super H, the manufacturer states, to match the increased power. Second gear at 3 3/4 mph is 6% faster, third at 5 mph is 19% faster, and fourth at 6-2/3 mph is 26% faster. First and fifth gear speeds remain at 2 3/8 and 16 1/4 mph respectively.

IH engineers say the faster speed and greater power of the new tractor will enable farmers to handle larger-sized implements or to work faster with their present

(Continued on page 186)

Self-energizing, double-disc brakes on the Super H assure positive braking, make pin-point turns easy, the company states. Brakes are protected by a tight-fitting housing



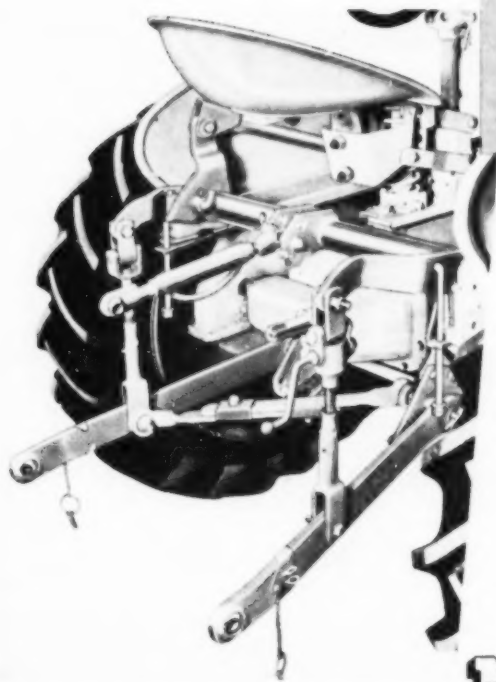
NOW, ON THE BIG-VALUE



MODEL BF TRACTOR...



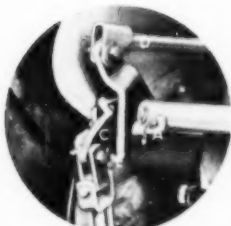
...THE NEW
MM 3-POINT
HITCHOR THAT OFFERS
FREE FLOATING ACTION!



Here's the hydraulic 3-point hitch that's 'way out ahead! It's the MM QO Hitchor for the Model BF Tractor that offers the modern farmer-businessman *double value* because it gives him this *double action*: (1) This advanced MM QO Hitchor offers new "Free-Floating" action that allows attached implements to move up and down independent of the tractor. And, unlike any other 3-point hitch system, the MM Hitchor allows split-second lifting, even in "Free-Floating" position. This means that a moldboard plow attached to the Hitchor can be set "free" to hold a uniform depth just like a wheeled plow. And, the tractor operator can pull the plow in "free" position and *still* lift the implement for easy transport. The farmer gets *high-quality, pull-behind* plowing with all the advantages of the MM 3-point system. (2) Now, suppose the farmer wants controlled *down* pressure. He moves just *one pin* and QO Hitchor applies pressure evenly and smoothly to hold a disc plow into the ground, to put pressure onto a scraper or scoop. It's *that* quick, *that* easy. Tools mount and dismount in minutes. Truly, the MM QO Hitchor offers the last word in 3-point operation . . . *offers more*, because it *does more*.

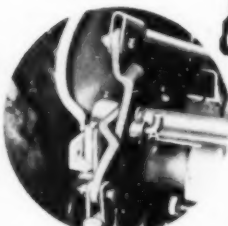


MINNEAPOLIS-MOLINE
MINNEAPOLIS 1, MINNESOTA



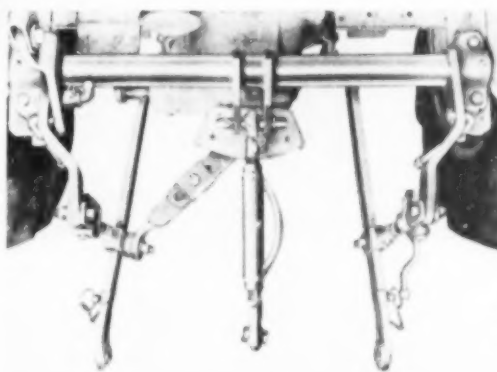
HERE'S THE QO HITCHOR
IN "FREE-FLOATING"
POSITION

When implements are allowed to "float", pin (A) is locked out. Then, lifting roll (B) controls linkage arm (C) only when Uni-Matic jack (D) lifts linkage arm at (E) for transport. Hitchor offers hydraulic pitch control from tractor seat.



HERE'S THE QO HITCHOR
IN "CONTROLLED"
POSITION

Note that pin (A) is now locked in. This permits the operator to maintain full control of mounted implements and apply down pressure when desired.



TOP VIEW SHOWS
BUILT-IN
STABILIZER

Stabilizer Bar (F) is standard equipment on the MM QO Hitchor. Bar operates three ways: (1) to stabilize draft links and center on the tractor (2) to stabilize links but center to right or left of tractor, and (3) to make links free-swinging but limited in swing to clear tires for contour work.



Oliver Corp. Introduces New Automatic Wire Tie Baler

INTRODUCTION of a new fully automatic wire tie baler has been announced by the Oliver Corp., Chicago, Illinois. The new machine, designated as the Model 100, is simple in design, rugged in construction, and ties positively and securely, it is claimed. Standard equipment on this baler is an "out of wire" signal system which automatically stops the engine when any of the four coils of ASAE Standard 14½ gauge wire is exhausted. Newly designed pick-up and crossfeed mechanisms assure capacity up to ten tons of hay per hour. Oliver asserts that straw, as well as hay, is excellently handled by the new Model 100 Baler.

One of the outstanding features of the Model 100 Baler is the gentle manner by which hay is transferred from the windrow to the bale chamber. This gentle action protects the leaves and guarantees a high quality feed. Further protection is assured by a 9" diameter pick-up cylinder which lifts the leaves a few inches onto the low inclined elevator. New spring tines, mounted on six spring tine bars, gently pull a uniform carpet of hay over a solid, smooth sheet steel deck to the crossfeed mechanism. The pick-up unit can be stopped from the tractor seat by means of a rope.

The crossfeed mechanism includes a cleated, 2 ply rubber belt below the open end auger which extends all the way to the bale chamber, and assures a constant and steady flow of hay to the force

feeder. The auger is easily adjustable to handle light or heavy windrows of hay or straw.

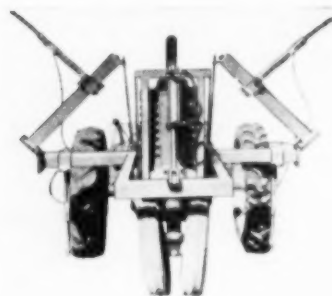
The short, firm holding knot of five full twists averages only 1½ inches in length, and no scraggly pointed ends protrude as the knot is turned in toward the bale.

A new gear arrangement furnishing a 22-to-1 gear reduction feature gives reserve centrifugal momentum to the flywheel for increased drive at peak loads. This new feature provides an even load on the motor for longer life and lower maintenance costs.

New KBH Anhydrous Ammonia Applicator

A NEW model anhydrous ammonia applicator called the Double-Duty has been announced by the KBH Corp., Clarksdale, Miss. The new applicator answers the demand for an applicator that could travel on roads and give high production, it is claimed.

When extremely hard soil or hilly land are encountered, the main beam extensions of the KBH Double-Duty Applicator can be folded up. In this position, the applicator's over all width is 7 feet 9 inches. It then will handle two rows or three middles, with 36 to 42 inch spacings. For preplanting

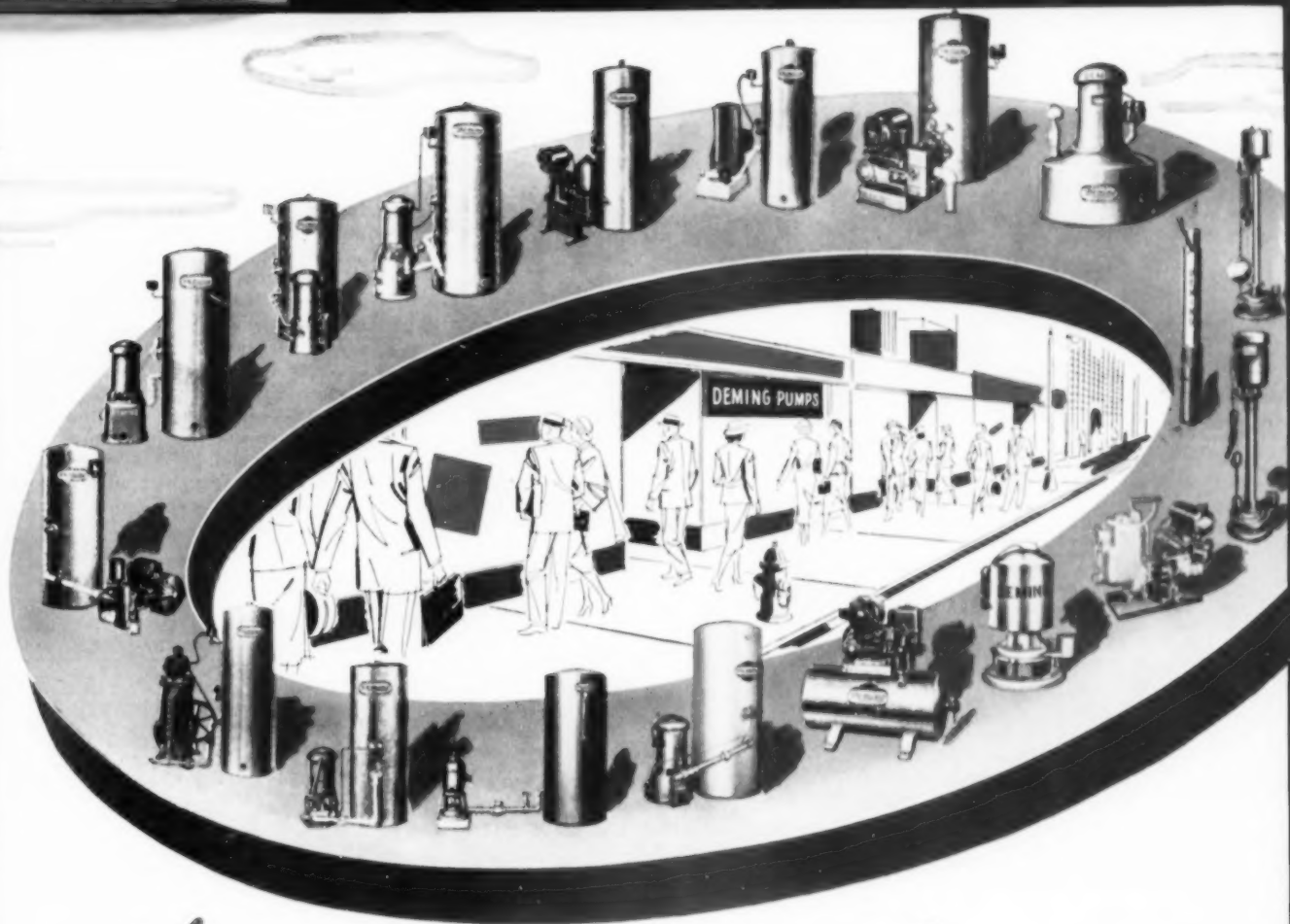


and pasture work, 7 knives may be spaced 12 inches apart, or fewer knives may be used if a wider spacing is desired.

With the main beam extensions lowered and locked, the applicator has a span of 14 feet 5 inches. The change to either position requires only a few minutes.

New 3-color point of purchase display developed by The F. E. Myers & Bro. Co., Ashland, Ohio, for its new Pestop line of hand sprayers. Made of heavy cardboard, the display is designed for easy inspection of sprayers but can be converted to many uses. A pocket holds consumer literature.





How to make your business a **COMPLETE** pump headquarters in your community



Point-of-sale displays, direct-by-mail helps, signs, newspaper mat service and national advertising on Deming Pumps and Water Systems are planned to help YOUR business!

It's EASY to become a COMPLETE pump headquarters in your trading area. Sell DEMING . . . America's most COMPLETE line of pumps and water systems.

More types in a full range of capacities of water systems plus cellar drainers, sump pumps, centrifugal pumps, condensation return units, various types of hand pumps and related accessories . . . are included in the COMPLETE Deming line.

Start NOW to make your business a pump headquarters in your community. Write for full details.

THE DEMING COMPANY • 519 Broadway, Salem, Ohio

Sell **DEMING**

THE MOST COMPLETE LINE OF PUMPS AND WATER SYSTEMS



New A-C All-Crop Harvester Features a 6-Footer Header

A 6-FOOT header with 66-inch sickle bar features the new Model "66" All-Crop harvester announced by Allis-Chalmers to succeed the Model "60". It is now in production at the LaPorte, Ind., Works of the company.

Measuring 6-feet between divider points, this new All-Crop has a balanced 3-inch gather on each side of the header which permits harvesting two wide rows of beans, sorghums, kaffir, maize, and similar crops without the use of extra equipment. When working in 42-inch rows, for example, there is a full 15 inches from row centers to the divider points.

Basic design of the All-Crop harvester remains in both the Model "66" and Model "60" but the wider header and many other improvements are found in the new machine and attachments for it. A six-bat reel with heavier shaft and bracing is now standard equipment.

The new straw rack is one of the major changes. Its step design provides improved straw handling action. The straw travels over a series of 3 steps in this new "step-up" rack, giving it an unusually rough ride. Six notched steel cross slats on the metal portion of the rack directly behind the cylinder help to keep straw moving in a wide thin blanket without bunching or backlashing. All three fishbacks are alike and shorter than before. They can be removed easily without taking the rack from the machine should

conditions require.

A new clean-out door, easy to open, is located below the lower draper roll, giving ready access to the roll for cleaning if foreign matter or wrapping is encountered. When conditions require cutting low, the door can be removed.

The header is center suspended through a heavy-duty balance spring for better weight distribution on the lift mechanism. This makes it easier on the operator in the raising and lowering of the header through its full lift range.

Auxiliary Feed Rollers

Auxiliary feed rolls for handling flax and many other crops are available as an attachment. While helping to crush and open hard-to-shell crops such as flax and clovers, this unit acts as a feeding control and governor, holding back and regulating the flow of material to the cylinder so that a better job of shelling is done. Spacing and pressure needed are readily adjustable for the crop being handled.

Several other new, low-cost attachments have been designed for the Model "66" for use in special crop conditions. These include a rotary flail-type straw spreader, draper-and-raddle-type windrow pickup attachment, straw windrower, high-lift header, bundle-topping attachment, and lespedeza equipment.

Kromer Announces New Broad Fan Sprayer

THE KROMER CO., 1120 Emerson Ave. North, Minneapolis 11, Minn., announces the development of a new, broad fan, single tip nozzle which produces uniform spray distribution with a boomless sprayer. The new nozzle sprays a swath up to 50 feet wide in grain, pastures or row crops and is designed to maintain its accuracy for many years of use. It is non-clogging and corrosion-resistant, the manufacturer announced.

The sprayer is equipped with a removable hand gun which may be used for spraying fence rows, ditch banks, cattle, fruit trees, etc.

The broad fan sprayer clamps to tractor draw bar or barrel rack for field spraying. It is supplied complete for \$99.50 with the fol-



lowing equipment: PTO pump, pressure regulator, pressure gauge, suction strainer, chemical resistant hose, control valve, hand gun and adjustable bracket for mounting on draw bar or barrel rack. Barrel rack is available at a small additional cost.

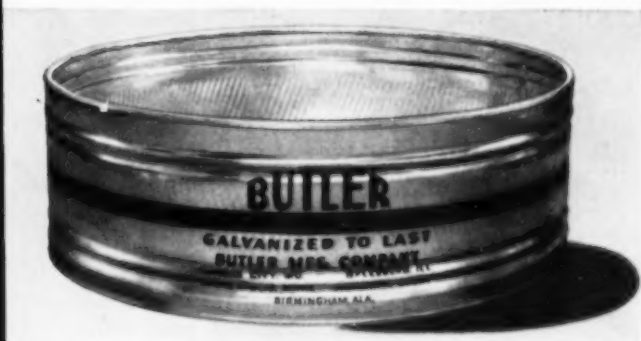
Papec Establishes N. C. Transfer Point

THE PAPEC Machine Co., Shortsville, N. Y., has made arrangements for a warehouse and transfer point for Papec machines, attachments and repair parts at Statesville, N. C. The operation will be handled, beginning with the current season, by the Carolina Farm Equipment Co., Papec dealer at Statesville. Preliminary details on the project were worked out by Papec's southern territory representative, W. D. Stump, New London, N. C.

Build your sales volume...

sell this full line of

BUTLER stock tanks



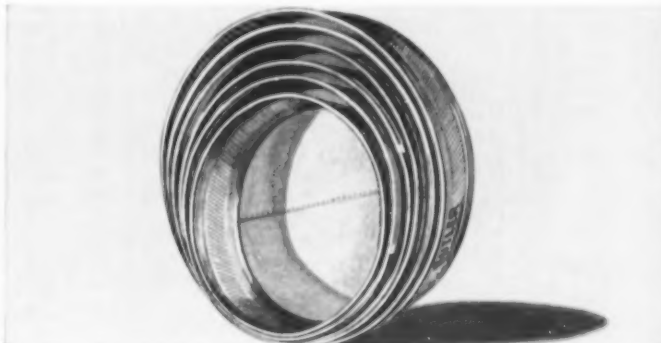
Butler round stock tanks are a long-time favorite with farmers. Features like the inset side-bottom seam, spiral corrugations and tube top make them an *all-season* sales leader. Round tanks are available in 9 sizes to meet the demands of all your customers.



Butler round-end stock tanks are built in 33 sizes! "Big Ham" automatic fountains available in both round and round-end tanks for hogs and small stock. This gives you a customer benefit that'll help you close big numbers of extra stock tank sales.



Butler bottomless stock tanks complete the line of Butler tanks, give you a sturdy, corrugated steel tank to sell to farmers and ranchers who want big-capacity, low-cost watering facilities. Butler bottomless tanks are built in 3,000 to 42,000 gallon capacities.



Butler tanks nest for easy display! You can set different-sized tanks inside of one another for attention-getting displays, and at the same time conserve space on your showroom floor and sales lot. Nesting also protects tanks in shipping, cuts handling costs.

Get all the facts!

Learn how you can *stock*, *display* and *sell* this full line of Butler stock tanks and cash in on the big sales opportunity a Butler dealership offers. See how you can add a profitable new volume to your business! Mail coupon now for complete information!

Send this coupon TODAY!



For prompt reply, address office nearest you:
BUTLER MANUFACTURING COMPANY
 7394 East 13th St., Kansas City 26, Missouri

I'm interested in the big sales opportunity the full line Butler stock tanks offers. Please send me more information.

Name

Address

Town

State

Business

BILLINGS NEW!

LIFE-TIME®

**1"
2**

SOCKET LINE

SQ. DR. SOCKETS • PARTS • SETS

Complete NEW line — produced — packaged — priced exclusively for the hardware trade! Fits Every Store — Every Customer — Every Sales Situation!

Includes 12 Point, Double Hex Sockets in Standard and Deep Wall patterns — 8 Point, Double Square Sockets — wide assortment of Parts such as Reversible Ratchet, Speeder, Extensions, Universal Adapters, Flex Handles. Compact sets in 8 most popular assortments, in attractive metal tool boxes which build sales and profits for you!

Sockets and Parts forged from alloy steel and heat treated for strength and durability — chrome plated and polished with a striking and lasting rust-resistant finish.

Openings accurately broached and machined to give proper fit. This NEW Life-time Line is an eye-appealing, popularly priced, quality product.

The SOCKET BUY of a LIFETIME!



New Literature
and prices available

BILLINGS®

Order 'em from your Billings Wholesalers

THE BILLINGS & SPENCER CO.
HARTFORD 1, CONN., U.S.A.

QUALITY FORGINGS AND TOOLS SINCE 1869

Myers Issues New Free Water Supply Brochure

"THERE'S No Place Like Home with Lots of Water" is the title of the new illustrated consumer brochure recently issued by The F. E. Myers & Bro. Co. The 12-page, 3-color mailing piece covers Myers' complete line of water supply equipment, including water systems, pumps and water condition-



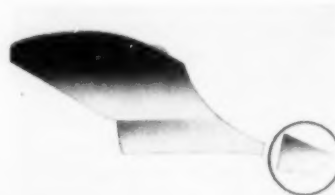
ing equipment. The booklet shows how the right selection of water supply equipment can bring better living to the city and suburban home and on the farm.

The free booklet can be obtained from Myers dealers or by writing: The F. E. Myers & Bro. Co., 903 South Orange St., Ashland, Ohio.

New Plow Point Designed By Manzel Division

AN INEXPENSIVE plow point, designed to last a full season, is announced by Manzel Division of Frontier Industries, Inc., 315 Babcock St., Buffalo 10, N. Y. The new point is made of a special alloy of tough materials, in a design that tends to be self-sharpening during use, it was announced. It cuts easily through soil, maintaining proper set depth at all times, and is readily welded to most plow shares.

Known as the Mor-Life plow point, it is available through dealers at \$2.00.



Gunnin' for BIG SALES?



There's Plenty Ammunition in . . .

**Hanson
Brodjet®**

. . . the ALL-PURPOSE YEAR-ROUND SPRAYER!

That's right, Partner, if you've got both guns aimed at a high sales record for 1953 you'll sure want the Hanson Brodjet tied up in yore corral. The sound backing and effective merchandising program supplied you by this Hanson Critter gives you all the necessary ammunition you'll be needin' to lasso more sales and bigger profits than a cactus has got needles. This statement is backed up by the fact that Hanson's business has almost tripled each year for the past five years. Last year alone, the Hanson Brodjet outsold all other sprayers combined in most areas. Let's take a look at some of the selling ammunition available to you when you have the Hanson Brodjet ridin' with you:



EASY TO SELL — BIG DEMAND!

The big demand for the Hanson Brodjet and its low prices makes it an easy product to sell. It's easy for you to handle too. It's an over-the-counter package requiring a minimum of storage space and handling of spare parts. There are practically no maintenance or service worries for you either . . . The broadcast method of spray application which the Hanson Brodjet utilizes has been enthusiastically accepted and proven throughout the country. It offers superior distribution of chemicals over broad swaths with easy and fast installation, operation and maintenance. There are no cumbersome booms to manipulate — to bend, break or slow the operator down.



ENGINEERED BY EXPERTS!

Hanson's leadership is accounted for by its willingness to explore new fields of chemical application through scientific research. Nothing is taken for granted! Using modern equipment and methods, Hanson engineers constantly test and analyze all types of spraying equipment with the aim of constant improvement of their products. From design to shipping, Hanson's quality control guarantees a high standard of material quality and operational performance.



COMPLETE MERCHANDISING PROGRAM!

Hanson has a completely workable merchandising program that makes selling the Hanson Brodjet easier and more profitable. It comprises many new promotional ideas that stimulate sales and meet increasing business competition. National advertising produces thousands of inquiries from people who are interested in buying. A completely coordinated direct-mail program and follow-up system is used to service these inquiries and draw customers into your store. Attractive point-of-sale displays, literature, wall posters, ad mats and a giant sales manual that gives you a thorough knowledge of the product and how you can best merchandise it completes your arsenal of sales ammunition.

Write us pronto, Partner, so we can rush complete details to you about the money-making Hanson Brodjet.



ROADSIDES AND FENCE ROWS



ROADSIDES AND FENCE ROWS



LIVESTOCK



ORCHARDS AND SPOT SPRAYING



GENERAL USES

HANSON CHEMICAL EQUIPMENT COMPANY

DEPT. 7, BELOIT, WISCONSIN

MM Announces Power Steering for Self-Propelled Harvester

FULL POWER steering on the company's self-propelled harvester has been announced by the Minneapolis-Moline Co.'s farm engineering department. It is called Powerflow Steering.

This new feature, now in effect on the firm's 1953 harvester production schedule, is the same hydraulic steering principle recently introduced by automobile manufacturers.

It is claimed that full power steering has been adapted to take the work out of steering and to provide an additional measure of safety for the harvester operator.

The hydraulic booster jack is located on the rear axle assembly operating the right-hand steering knuckle.

Outstanding features claimed for the full power steering system are:

Faster steering response. A hydraulic oil valve that opens as the harvester steering wheel is turned supplying oil to the hydraulic booster jack.

Easy handling. It is claimed that smooth, even pressure, applied through the hydraulic system, enables the harvester operator to turn the harvester more easily instead of fighting the steering wheel. Hydraulic power steering system cuts down the side-to-side movement of the harvester according to engineers.

Safe operation. It is also claimed

that full power steering absorbs all the rough jolts when operating in rough field conditions.

Power steering is combined with mechanical steering for double protection in the event that the hydraulic system should fail. A reserve oil valve protects the hydraulic booster jack from breakdown in case of an overload in the system.



Ransom Resigns NPA Post To Return to M-M

JOHN RANSOM, who has been serving as a member of the Agricultural Machinery and Implements Division of the National Production Authority in Washington, D. C., recently resigned his position to return to the Minneapolis-Moline Co. He has been named assistant director of the company's product training and research activities.

Mr. Ransom served with the NPA division for 18 months, during which time he was named director. In recognition of his service, Charles Sawyer, former United States secretary of commerce, awarded Ransom the department's Certificate of Service.

He began his association with the agricultural machinery industry in 1928, when he joined the



John Ransom

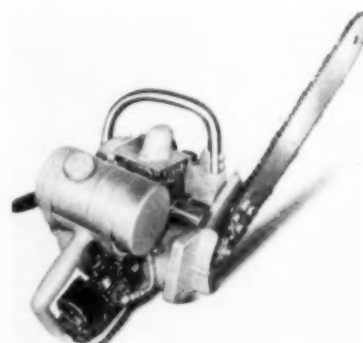
Moline Implement Co. He held positions with that firm and the Minneapolis-Moline Power Implement Co. until 1934, when he became advertising manager and Louisville branch manager for B. F. Avery & Sons Co. He was also in charge of that company's war production during World War II.

In 1942, he was appointed general sales manager and was later elected vice president of the Avery company.



Lombard Announces New Chain Saw Model

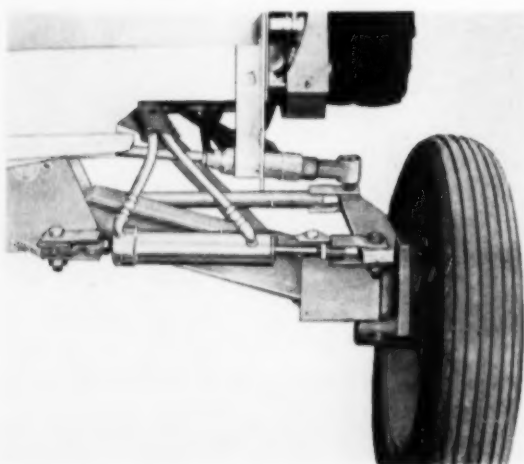
LOMBARD GOVERNOR Corp., Ashland, Mass., announces production of the new Model 30 gasoline-



driven chain saw, featuring compact source of power, light weight, and a fast cutting chain that can cut within 1/4-inch of the ground.

The new Lombard Model 30 design stresses ability to cut wood fast, easily, and dependably, it is claimed, by making each cubic inch count for maximum power, strength and balance.

Its engine is 2-cycle gasoline, air-cooled; bearings are anti-fric-



Power steering, now in effect on Minneapolis-Moline's self-propelled harvesters, is the same hydraulic principle introduced by automobile manufacturers. The hydraulic booster jack is located on the rear axle assembly operating the right-hand steering knuckle.



***Testing* really gets down to earth At MASSEY-HARRIS**

TEST it on the track — prove it in the field — that's the Massey-Harris way of designing more sell in Massey-Harris products.

You can see the results in every Massey-Harris machine. For example, the tractor and manure spreader negotiating one of the obstacle courses. This shake-down test jars and jolts equipment with a vigorousness never approached in ordinary field testing or in going over hard, frozen ground.

In a few short hours this pretesting shows what weeks and months of ordinary field operation does to bearings, axles, frames, gears and shafts. Out at the track, engineers test and retest . . . design and re-design until every part and assembly meets rigid durability and stamina specifications. They know when a spreader — or any other piece of Massey-Harris equipment — goes to the production lines it's built to give your customers the service they expect.

The 70-bushel No. 11 Massey-Harris Spreader you see here — along with its counterparts, the 90-bushel

No. 15 and 47-bushel No. 10T — reflect the quality of intensive pretesting . . . from the simplicity of its enclosed drive even to the rolled edges of the top shelving that adds strength.

As a Massey-Harris dealer these tests mean you have more to talk about in Massey-Harris products, more to demonstrate. Even more important, it means your customers look to you first for new and used equipment because of confidence in your products to stay on the job.

Make it a Massey-Harris

It will pay you to look into the Massey-Harris franchise. There may be a dealership open in your community now. Write the Massey-Harris branch nearest you for complete information.

The MASSEY-HARRIS COMPANY, INC.

Quality Ave. • Racine, Wisconsin

Atlanta, Ga.; Batavia, N. Y.; Columbus, Ohio; Dallas, Texas; Denver, Colo.; Des Moines, Iowa; Fargo, N. D.; Indianapolis, Ind.; Kansas City, Kan.; Memphis, Tenn.; Minneapolis, Minn.; Omaha, Neb.; Portland, Ore.; Racine, Wis.; Stockton, Calif. Sub-branches: Amarillo, Texas; Enid, Okla.; Harrisburg, Pa.; Los Angeles, Calif.; St. Louis, Mo.; Wichita, Kan.

Attractive Displays Sell More Chain!



Campbell Proof Coil and BBB Coil Chain, in regular or hot galvanized finishes, comes in "CAM-PAK" fibre board containers. "CAM-PAK" makes eye-catching displays . . . takes less space . . . handles easier—no wood to splinter, no nails to snag hands or clothing. Saves cost of re-packing for re-shipment.

*These standard units are available,
labeled for size, grade and load limit:*

3/16"—250 ft.	5/16"—100 ft.
1/4"—150 ft.	3/8"—75 ft.

Order CAM-PAK—the Profit Pack!

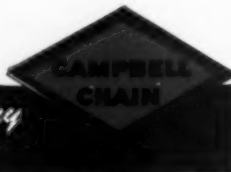
Chain for every need . . . INDUSTRIAL
FARM . . . MARINE . . . AUTOMOTIVE

CAMPBELL CHAIN *Company*

MAIN OFFICE YORK, PA.

Factories, York, Pa., and West Burlington, Iowa

Makers of Famous CAMPBELL Lug-Reinforced TIRE CHAINS

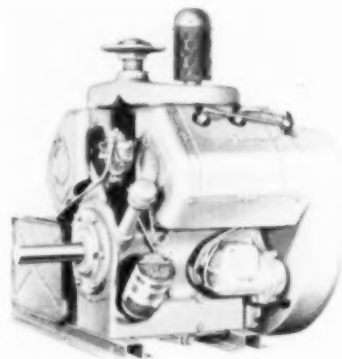


tion ball and needle; cylinders are die-cast aluminum; and crank-case is 2-piece, permanent-mold casting. Ignition is fly-wheel type, high tension magneto, standard make, with built-in fan; and clutch is fully automatic. Available in either 16 or 20-inch straight bar, and unit weighs 25 pounds in the larger size, without chain and cutter bar.

Wisconsin Announces New Air-Cooled Engine

THE MOST recent addition to the Wisconsin line of heavy-duty air-cooled engines is the new 4-cylinder, V-type Model CG4D, which has a 3½" bore, 4" stroke, and 154 cu. in. displacement, developing a peak rating of 36 hp at 2200 rpm.

Model VG4D is designed to provide the extra margin of power needed for operating equipment within a 25 to 36 hp range. Features include: light weight, compactness, tapered roller main bear-



ings, dynamically balanced forged crankshaft, mirror finish on crank pins, Stellite-faced exhaust valves, valve seat inserts and honed cylinders for long heavy-duty engine life. Valve rotators of the positive type are furnished on the exhaust valves as standard equipment.

Positive cooling is obtained from a large fan cast in the fly-wheel which forces a strong blast of air across and around the cylinders and heads. When specified, the engines may be equipped to operate on kerosene, fuel oil or natural gas.

Further information is available from Wisconsin Motor Corp., Milwaukee, Wis.

For More Sales and Steadier Profits . . . *Sell* **WISCONSIN-POWERED** **FARM and ORCHARD EQUIPMENT**



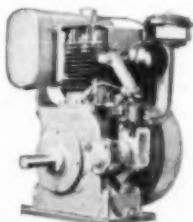
4-CYCLE SINGLE CYLINDER 3 to 9 hp.



Model ABN, AKN
3 to 6 hp.



Model AEN
4.5 to 8.2 hp.



Models AFH, AGH, AHH
6 to 9.2 hp.

and *Sell* **WISCONSIN** **HEAVY-DUTY** *Air-Cooled* **ENGINES, Too . . .**

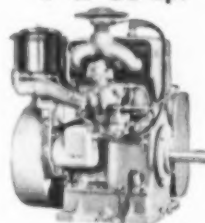
When you sell Wisconsin-powered equipment, you have many lines from which to choose . . . with one top-rated line of engines specified by the manufacturer as standard original equipment. These lines include: Twelve leading makes of pickup balers, 7 leading makes of combines, 24 makes of garden tractors, most leading lines of orchard and field sprayers and many lines of highly diversified farm and orchard equipment.

And because Wisconsin Heavy-Duty Air-Cooled Engines have an unexcelled reputation for unfailing dependability, easy starting, all-weather serviceability and low-cost maintenance, your selling and servicing jobs are made easier and more profitable. Wisconsin Engine national and regional advertising in the farm press helps, too.

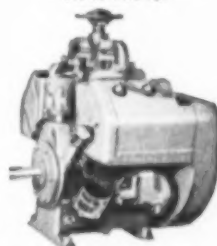
From your standpoint as a dealer, it's good business to broaden and extend your lines of Wisconsin-powered equipment wherever possible. But in addition, there's a profitable market waiting in every locality for general power service engines. Wisconsin offers the most complete line of air-cooled engines in the world . . . in a full range from 3 to 36 hp., to fit the job and the machine, whatever the application.

So for more sales and steadier year-'round profits . . . standardize on Wisconsin-powered equipment and Wisconsin-powered Air-Cooled Engines.

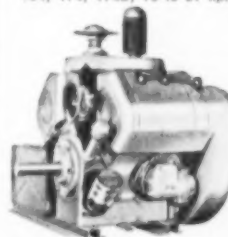
MULTI-CYLINDER 7 to 36 hp.



2-cylinder Models TE, TF
7.2 to 14.6 hp.



V-type 4-cylinder Models
VE4, VF4, VP4D, 15 to 31 hp.



V-type 4 cylinder
Model VG4D, 25 to 36 hp.



WISCONSIN MOTOR CORPORATION

World's Largest Builders of Heavy-Duty Air-Cooled Engines
MILWAUKEE 46, WISCONSIN

A 7485-1PG

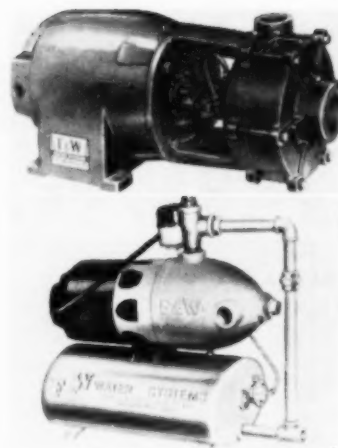
Flint & Walling Offers New Model Pumps

FLINT & WALLING Mfg. Co., Kendallville, Indiana, announces production of a new line of high capacity centrifugal pumps and two new-style Economy Package pump units.

The new High Capacity centrifugal one- and two-stage pumps range from 1½ to 7½ h.p. in 1- and 3-phase motors with capacities to 120 gpm at 15 ft. suction head and 20 lbs. pressure. They are especially designed for irrigation,

air conditioning and industrial purposes and can handle most types of liquids in many diversified uses. Motors are standard horizontal face-mount pump type.

The two Economy Package pump units are adaptable for cottage, cabin or small home use and measure only 10 x 20 x 17 inches high. Motor is furnished for 110 volt operation only. Units are shipped completely assembled ready for installation, including pressure switch, foot valve, air controls and fittings pump to tank. Both of these pumps were pio-



Best Seller for the BOOMING ROTARY CUTTER MARKET!



**ROTARY
MOWERS
& SHREDDERS by
WOOD'S**



**FLOATING IDLER
PULLEY ARMS** assure
accurate alignment, long-
er belt life.



HEAVY DUTY 60 H.P.
gear box custom made to
fit the job better! Heavy
malleable iron housing.

It PAYS to sell the TOP line. And that means Wood's — the complete line of heavy duty rotary cutters. Three cutting widths, in hydraulic or standard models for high speed, heavy duty mowing, cutting, shredding. Look at these exclusive Wood's sales points — **SPECIAL FEATURES:** Any power take-off • Blades surrounded by 3/16" boiler plate • Powerful V-Belt drive • Rugged blades of alloy spring steel, forged and heat treated • Choice of wheels, 15" for low cost "used" tires or 8" puncture-proof tires.

WOOD BROS. MFG. CO.
OREGON 5, ILLINOIS

WOOD'S IS THE ORIGINAL ROTARY MOWER & SHREDDER!

neered by F&W in the field of horizontal Jet pumps. The Bullet pump is for shallow wells equipped with ½ h.p. motor and capable of 350 g.p.h. capacity at 15 ft. suction head and 20 lbs. discharge pressure. The snub-nose pump is for deep wells to 60 feet equipped with ½ h.p. motor with a capacity of 370 g.p.h. at 30 feet with 19 lbs. operating pressure using a 3½-inch double pipe jet.

Hoffco Introduces New Sawette and Scythette

HOFFCO, Inc., Richmond, Indiana, announces the production of two new products — the Sawette chain saw and the new model Scythette.

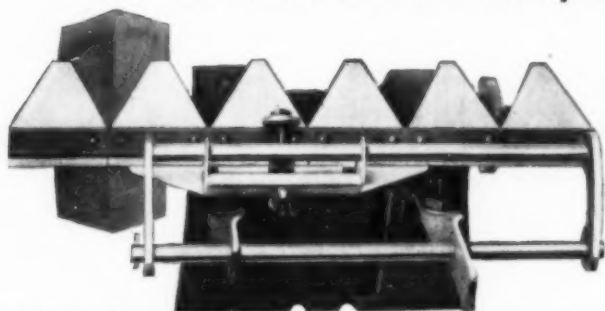
The Sawette is designed to cut trees and any other growth 6-inches in diameter, even under water. It enables the operator to cut level with the ground while in upright, standing position, and the unit's



There's Nothing Like It!

**NEW! THE FIRST *BALL BEARING* EQUIPPED
TOOL AND SICKLE GRINDERS OF THEIR TYPE!**

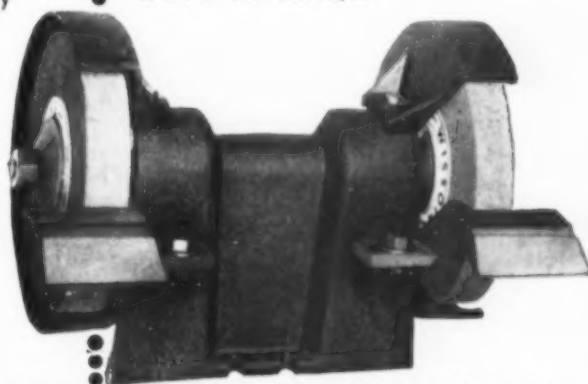
... an advance that actually outmodes all previous designs!



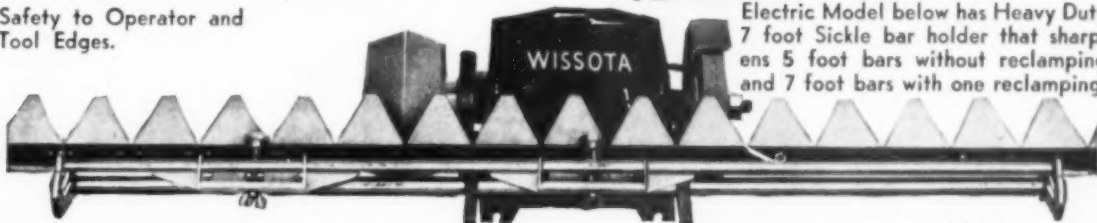
SALES VALUE PLUS ... These new Wissota Grinders have something really *NEW* that your most exacting customers will want. Precision Ball Bearings give smooth, friction-free operation and economical long life. Oil sealed to eliminate greasing, care and wear. This sturdy, smartly finished belt driven grinder is ruggedly built and accurately machined. Belt may be applied from directly underneath or any angle behind. Model above is made in three sizes from the 5 1/2 inch sickle cone with 6 inch tool wheel to the 7 inch sickle cone with 8 inch tool wheel. (Tool wheel not shown).

Electric Sickle and Tool Grinders ... also Ball Bearing Equipped!

- Wheels project in front of frame ... allows 100% accessibility to wheels.
- Heavy Duty 1/3 H.P. Removable Motor.
- Handles Difficult Jobs Easily and with Safety to Operator and Tool Edges.



Electric Model below has Heavy Duty 7 foot Sickle bar holder that sharpens 5 foot bars without reclamping and 7 foot bars with one reclamping.



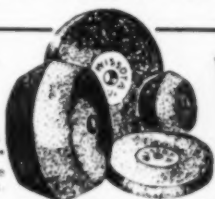
Also with regular sickle holder or with two tool wheels with no sickle holder.

A GOOD SICKLE GRINDER AND ALL AROUND TOOL GRINDER, TOO!

ASK YOUR JOBBER OR WRITE FOR DESCRIPTIVE FOLDER TODAY!

**THE COMPLETE LINE OF
SICKLE CONES AND
ABRASIVE WHEELS
MADE IN OUR OWN PLANT.**

... backed by the most years experience
in design and manufacture of tool grinders.



WISSOTA
MINNEAPOLIS 4, MINNESOTA

MANUFACTURING
COMPANY

You'll hit the Bull's eye with F&W!

The key to all these profitable installations ... and many more ... is plenty of water under pressure. And the world's best answer for shallow wells is the sensational F & W Varijet Bullet! It pumps 40 to 70% more water with less electricity, thanks to F & W's exclusive patented ejector! Sell the pump and you'll sell the appliances! ... You're a winner in both with the F & W's outstanding advantages in a complete line of pumps for every need! Write for full information today!

FLINT & WALLING Mfg. Co., Inc. • 419 Oak St., Kankakee, Ind.
May is National Water Systems Month ... Profit with F&W!



STOCK DRINKING CUPS!
GARDEN WATERING!

FIRE PREVENTION!

LAWN SPRINKLING!

FLUSH TOILET!

DISHWASHER!

SHOWER!

SINK!

LAVATORY!



F & W MULTI-PURPOSE PUMP
Change from shallow to deep well simply by moving jet off the pump and down into the well. No extra package or parts to buy. Available with or without vertical tank, or as a compact package unit. 1/2 HP motor.



F & W VARIJET BULLET
Pumps 40-70% more water ... uses less electricity than any other shallow well jet pump, thanks to exclusive design patent. Available with or without tank, or as compact package unit illustrated. 1/4, 1/2, 3/4, 1 HP motors.

F&W WATER PUMPS

Farm-Used, Farm-Proved for 87 Years

F&W means Flowing Water by Flint & Walling



light weight allows a high degree of maneuverability with minimum physical effort, it was announced. Features include: 2 h.p. engine, concentric bowl float carburetor, 1-quart gas tank, 12-inch tempered spring steel blade bar, 1/2-inch pitch chisel tool, 32-inch long saw chain, weight of 26 pounds, and attractive finish in highway yellow with red trim.

The Scythette, a power-driven, portable scythe for cutting and trimming weeds, reeds, and grass on any terrain and under water, features: 2 h.p. single cylinder, 2-cycle engine, 2-port type; automatic centrifugal clutch; and a one-quart capacity gas tank giving double capacity for greater operating time. The unit is air-cooled. Specifications include: 26-pound weight, 54-inch length, over-the-shoulder carrying strap, 20-inch cutter bar, and attractive finish in yellow with red trim.

Allis-Chalmers Promotes Voegeli and Harmison . .

W. L. VOEGELI is now assistant director of engineering, Tractor Division, Allis-Chalmers Manufacturing Co., Milwaukee, according to an announcement by W. G. Scholl, vice president in charge of the Division. In this newly created



Harmison

Voegeli

position, he will assist A. W. Van Hercke, vice president and director of engineering.

Mr. Voegeli has been agricultural tractor sales manager for five years. He is succeeded by J. D. Harmison, who has been on Voegeli's staff at the home office the past year.

Starting with Allis-Chalmers at the Wichita, Kansas branch as a serviceman in 1935, Mr. Voegeli was transferred to the Omaha, Nebraska, branch the same year. He spent several months at Casper, Wyoming, handling service re-

quirements on Allis-Chalmers industrial tractors working on Alcovia Dam, at that time the largest earth-filled dam ever built. He became a member of the home office service department staff in 1936 and promoted to assistant agricultural service manager in 1939. In 1946 he was made supervisor of the Technical Publications Department which he held until January, 1948, when he became agricultural tractor sales manager.

Mr. Harmison started with Allis-Chalmers as a blockman at Peoria branch in 1939 and continued

for specified performance . . .
and performance as specified

TeeJet[®] SPRAY NOZZLES

THE Engineered LINE

When you sell TeeJet Spray Nozzles to your customers you can be certain of satisfied customers on every sale.

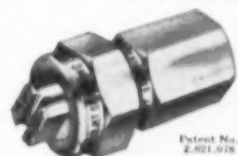
The performance specified in TeeJet bulletins and data sheets tabulates the exact kind of performance

each nozzle will give. You and your customers can dependably follow nozzle specifications in TeeJet Spray Nozzle selection to meet the requirements of all equipment and chemicals. It is this accuracy and dependability in performance that makes TeeJets the preferred nozzles among equipment builders.

For effective farm spraying sell the dependable best . . . sell TeeJet.



WITH FLAT
SPRAY PATTERN



Patent No.
2,621,618

A COMPLETE LINE . . . A PRODUCT TO SELL FOR EVERY NEED



CONEJET

FLAT SPRAY

Patent No.
2,621,618

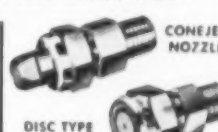
DISC TYPE

TeeJet interchangeable orifice tips . . . over 400 types and sizes for every farm spraying need. A range of sizes that's exclusively TeeJet.



GunJet

The new heavy duty gun type unit. Quality built of all brass with hardened stainless steel orifice tips. Write for Bulletin 65.



CONEJET

NOZZLE

DISC TYPE

NOZZLE

Cone Spray Nozzles . . . widely used in spraying insecticides. Non-clogging. Write for Bulletins 61 and 59.



Eyelet TeeJet

. . . fits directly on boom pipe. Typical of wide range of fittings including swivel connectors, valves, hose shanks, and line and suction strainers.

Patent No.
2,618,511



MultiTip

Tip

Patent No.
2,621,618

Adjustable Tips . . . provide setting of spray from solid stream to fine atomization. Used with hand held Trigger TeeJet valve unit.



Patent No.
2,618,511

BeamJet . . . for weed control in grains and grasses and other general broadcast uses such as spraying of liquid fertilizers. Provides pattern up to 66 feet wide. Write for Bulletin 66.

FOR COMPLETE INFORMATION . . . write for general TeeJet Bulletin 58, any of the bulletins listed above, and name of your nearest distributor. Join the TeeJet profit parade by selling the TeeJet line.

SPRAYING SYSTEMS CO. 3277 RANDOLPH STREET
BELLWOOD, ILLINOIS

This Engine is Fast Becoming

No. 1 CHOICE

for **TOUGH JOBS**



**CONTINENTAL
RED SEAL
MODEL AU-8**

★ Displacement, 8 cubic in. Develops $2\frac{1}{2}$ h.p. @ 3600 r.p.m. Torque at moderate speeds is exceptionally high, assuring high lugging capacity. Especially suited to the needs of garden tractors and other equipment where suddenly-applied peak loads would stall an ordinary engine. Shown equipped with exclusive Contex external breaker point and fly-weight type governor assembly. This Continental "First" has been widely acclaimed as the most important air-cooled engine advance in years.

The Continental Red Seal air-cooled industrial engine line comprises 14 models, from $\frac{3}{4}$ to $2\frac{1}{2}$ h.p., including six vertical shaft models—three for belt drive and three for direct.

Continental Motors Corporation

AIR-COOLED INDUSTRIAL ENGINE DIVISION

12800 KERCHEVAL AVENUE • DETROIT 14, MICHIGAN



The RESALE VALUE of a FERGUSON TRACTOR is HIGH!

Ferguson Dealers find a market that's ready and willing to pay more for used Ferguson equipment!

For complete, profitable information about this—and for other vital facts about the business opportunities of a Ferguson Franchise—contact the nearest Ferguson Distributor. Do it today!

HARRY FERGUSON, INC., Detroit 32, Michigan

The Franchise with the Future is FERGUSON!

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there until coming to Milwaukee. Prior to that, he had sold farm machinery at retail for the A-C dealer at Havana, Illinois, and was in the automotive parts business.

Conwell to Manage A-C Nashville Branch

EWELL A. CONWELL is manager of the new branch opened at Nashville, Tenn., by the Tractor Division, Allis-Chalmers Manufacturing Co., according to Frank

Mussell, vice president and general sales manager. The branch is located at 5200 Centennial Boulevard and covers territory in Central Tennessee, Southern Kentucky, and Northwestern Alabama.

Mr. Conwell started with the company as a blockman at the Atlanta, Ga., branch in 1936 and was transferred to the Charlotte, N. C., branch in 1940. He became agricultural sales manager at Atlanta in 1942 and was appointed assistant branch manager there in 1945.

Robert E. Phillips has been ap-

pointed agricultural sales manager at Nashville. He started with the company as a blockman at Memphis branch in 1939. He was



E. A. Conwell

on leave from the company for a period in 1943 and 1944, while he acted as civilian instructor with the United States Army.



Robert E. Phillips

Other appointments announced for the branch staff include Ralph E. Van Fossen as office manager, formerly at the company's Columbus, Ohio, branch; Clarence R. Fortner as parts manager, from Minneapolis branch; and Dorbert L. Wright as chief clerk, from Memphis branch.

New DOBBINS SPRAYERS and DUSTERS are TOPS!



Buy the Best
Buy DOBBINS!
SAVE WORK
SAVE TIME
SAVE MONEY!

No. 5106—Six Row Power Duster in Operation

There's Greater SALES POWER
in the NEW

DOBBINS POWER DUSTER

DOBBINS New PTO or Engine Powered 4, 5 or 6 row COTTON Power Duster...

SAVES WORK—with dependable, trouble-free, fast-dusting... large 60-lb. capacity hopper... easily mounted... light weight rugged construction.

SAVES TIME—with more efficient dusting action... proven rotary spiral agitator with forced feed.

SAVES MONEY... No wasted dust with positive feed regulation.

When You Sell DOBBINS—You Sell the BEST!



No. 245R

NEW SUPER-TRACTION TWIN

NEW "DIXIE" DUSTER with "CENTER BALANCE"

Completely redesigned for ALL-PURPOSE traction dusting. Improved dust-proof gear box, proven rotary spiral agitator, fully adjustable 2 or 4 rows.

NEW "CENTER BALANCE"—for better traction, easier handling and most efficient dusting.

WRITE TODAY for illustrated literature



No. 4040

NEW SUPER-TRACTION SPRAYER with "FRONT WHEEL DRIVE"

Completely redesigned for top sprayer performance, more maneuverable, easier to handle. Heavy duty cam action for steady pumping power, positive pressure 0 to 150 lbs., 25 gal. cap.

- ☐ POWER DUSTERS
- ☐ SUPER-TRACTION TWINS

DOBBINS MANUFACTURING CO.
Dept. 203, Elkhart, Indiana

LP Gas Tractors

(Continued from page 159)

well as making it a safe fuel to transfer.

The accompanying pictures illustrate the various methods one encounters in the field for handling the fuel. One shows a hand

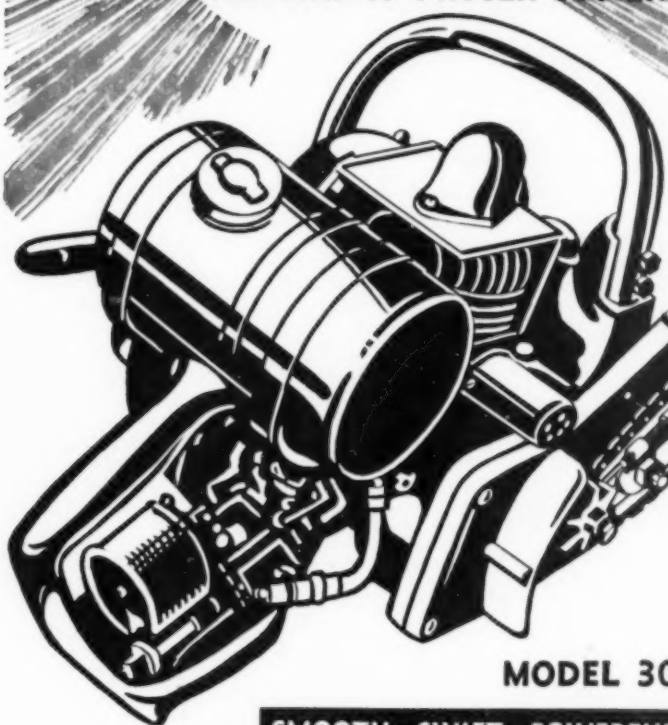
SOMETHING TO CROW ABOUT!



\$228⁵⁰

LOWEST PRICED SAW OF PROVEN DESIGN

**16" SIZE
F.O.B. ASHLAND**



MODEL 30

SMOOTH - SWIFT - POWERFUL

**WIRE FACTORY FOR
DEALER FRANCHISES!**

LOMBARD

**20"
SIZE
\$235.00
F.O.B. Factory**

POWERFUL PULPWOOD PRODUCTION-PUSHERS

Lightest weight speed-demons
with real Lombard dependability
and at the lowest price ever for

**HIGHEST QUALITY
CHAIN SAWS**



\$261⁰⁰

**6 MAIN ST., ASHLAND, MASS.
U. S. A.**

pump at the supply tank and a vapor return line. Another shows an electric pump at the supply tank and a vapor return line, while the third shows the method used by some owners where they take advantage of the difference in pressure between the supply tank and tractor fuel tank. In this instance a vapor return line is not used and in many places considered to be an unsafe practice, as well as a costly one.

Experience with this latter method indicates that losses up to ten percent are possible, and it is a slower method of filling. To take advantage of this fuel, the importance of the following factors should be pointed out to farmers:

(1) Bulk distribution and storage should be convenient.

(2) Type of farm organization. The size of the farm and number of tractors will determine the annual use of each unit. This is important when figuring the saving for early retirement of the additional investment in equipment.

In the study made by the University of California it was determined that to justify the additional expense of LP gas equip-

ment, the user should operate his tractor at least 400 hours each year, otherwise it would be more economical to use gasoline.

The University of Nebraska made a study and have indicated in their circular entitled "Which Fuel for Farm Power?" that a propane tractor should be used between 400 and 500 hours each year to make it economical.

Systems Available

(3) Type of Equipment. There are several types of engine equipment available to the user and they include both the vapor system as well as the liquid system furnished by most tractor manufacturers. Briefly, the vapor system uses a vapor withdrawal from the fuel tank, principally bottled gas tanks, reduces the pressure between tank and carburetor, and connects directly to the regular gasoline carburetor.

The liquid system uses a liquid withdrawal from (1) a large capacity fuel tank for six to eight hours continuous operation, (2) passes through a fuel filtering system, which removes solid particles

and water, (3) to a fuel regulator and heat exchanger to maintain a uniform fuel supply to the carburetor under all load applications, as well as weather conditions, (4) a simple carburetor maintains uniform and adequate fuel-air mixtures under heavy or light load operations, (5) a high compression cylinder head to make more efficient use of the fuel and economical operation. Where hot manifolds (distillate or low grade fuel manifolds) are in common use, it will also be necessary to install the cold manifolds.

It is necessary to increase the compression of the LP gas engine to maintain the power output equal to gasoline and to improve the fuel consumption. This is obvious when a comparison is made of the fuels. Propane weighs about 4.25 lbs. per gallon, while gasoline weighs about 6.2 lbs. per gallon.

When burning the fuel on a pound basis, the consumption of the LP gas engine is much less than the gasoline engine. Reviewing again the figures given in the table, it will be noticed that the LP gas engine burned .525 lbs. per

DEALERS IN
COTTON AREAS:

BIG SALES..BIG PROFITS

with the New
BE-GE
Rotary
CROSS HARROW

*Saves Time!
Saves Labor!
Saves Money!*



**IT TILLS A PERFECT COTTON SEED-BED • IT STRIKES OFF
IT BREAKS CRUST • IT BLOCKS • IT WEEDS •**

... and it does all these things fast — up to forty acres a day with one man! Owners who have used the Be-Ge Rotary Cotton Harrow tell us it's the greatest thing in cotton mechanization since the introduction of the mechanical picker. It's truly an all-purpose cotton farming tool that not only prepares a better seed bed mulch but eliminates one entire disking and harrowing operation and saves countless hours of hand labor in blocking and weeding alone.

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Dept. S **Be-Ge Manufacturing Co., Gilroy, Calif.**

Dealers Wanted!

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in the chain saw field!

JOBBER—

We'll see you at Dallas
April 19-23 Hotel Baker



Here's your chance to sell the saw that's making sales history! Be a Strunk Chain Saw dealer. First thing you'll get is the best dealer-discount arrangement in the chain saw field. We'll advertise everywhere to create customers for you. You'll get every sales and merchandising support we can give you. When you've finished adding up your profits, you'll love Strunk . . . and no wonder!

Strunk sets the pace in the chain saw field. No one else offers such a value—a full-sized 19" saw that's light, rugged, and durable—for such an amazingly low price. Anybody can operate a Strunk Chain Saw. Anybody can afford it. *You can sell it!* Write us today. We'll send you complete information about a Strunk Dealership, discounts, territories and the name of your nearest distributor.

STRUNK CHAIN SAWS

GREATEST VALUE IN THE CHAIN SAW FIELD . . . Today . . . and Tomorrow!



Users everywhere are saying "I love Strunk! (chain saws, of course!)"

YOU'LL LOVE STRUNK, TOO!

because . . . you'll sell
more chain saws (Strunk, of course),
and make more (profits, of course!)

STRUNK EQUIPMENT COMPANY
COATESVILLE 10, PENNA.

Please send me immediately, complete information about
selling the Strunk Chain Saw.

Name

Address

Town State

I am a dealer ☐

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DISTRIBUTORS . . . Territories Still Open . . . Write TODAY!

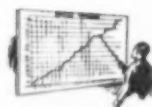
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Direct-Mail Advertising,
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SALES! SALES!

The support of the fastest-grow-
ing sales organization in the
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CHAPIN

SPRAYERS • DUSTERS • FUEL TANKS

COMPRESSED AIR Open Head Sprayers

EXTRA VALUE

Sturdily built, these large capacity, turret-top sprayers come in popular sizes. Will spray anything in liquid form... operating smoothly, steadily, forcefully, with gentle pumping.

EXTRA PROFIT

Enjoy a full mark up and extra profit dollars thru our policy of quality at a low cost.

EXTRA VOLUME

Watch your sales increase steadily and sell with the confidence of knowing you are offering the finest.



- 3½ gallon tank of Armco Zinc Grip Galvanized steel.
- All seams electric welded.
- Will spray anything in liquid form.
- Patented, 3 prong clamp locks and seals tank when handle is turned.
- "Trigger" action, shut off.
- Adjustable brass nozzle for fingertip spray control.
- 30' of oil resistant neoprene hose for long life.

CHAPIN EXTRAS



Standard on all open-head models is the new deluxe "adjustable" nozzle of solid brass construction and non-clogging design.

Now, oil resistant neoprene hose is standard equipment. Minimum of 30' for open head models and a minimum of 26' for funnel top designs.

Newly designed leathers on plungers permit easy, more positive pumping and assure longer life.

R. E. CHAPIN Mfg. Works, Inc.

Single Action
Sprayers
Plunger Dusters
Pressurized
Gasoline Can

Since
1887

Continuous
Hand Sprayers
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Knapack and Wheelbarrow Sprayers

100 CHAPIN ST. BATAVIA, N. Y.
Southern Representatives:
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Killebrew & Brackman
738 3rd National Bank Bldg., Nashville 3, Tenn.
John H. Mullins, P. O. Box 13044, Houston, Tex.

horsepower hour compared to .633 for gasoline, or a saving of approximately seventeen percent.

For those interested in maximum load figures for which the specific consumption is lowest, the LP gas engine burns 0.433 lbs. per horsepower hour compared to 0.518 for gasoline.

It is sometimes difficult to reconcile such figures to users who report tremendous fuel savings per hour and per acre. To my knowledge, there is nothing tangible or specific which might be referred to in order to establish a definite picture. However, the following are sufficient reasons why fuel savings are a common experience even when the cost is not a factor.

(1) A slow burning fuel, where all of it is burned and utilized in making power.

(2) Greater response to sudden or variable loads.

(3) LP gas requires less engine capacity for the same load of gasoline equipment. Tests have been conducted on engines similar in size to those given in the table and when pulling the same load under the same conditions, the LP gas engine required only eighty-four percent while the gasoline engine required eighty-nine percent capacity of the engine. This is merely an indication that the LP gas handles the load easier and allows a greater reserve of power for the heavy pulls.

(4) Because operators frequently increase the opening on the gasoline carburetor load jet for a cold engine, it is sometimes forgotten and excessive fuel consumption results. LP gas engine equipment is not so susceptible since changes in carburetor for a cold engine are not necessary.

In summarizing the use of this fuel from an economical standpoint, the user should look to these factors when buying lower cost of operation:

(1) A low cost per gallon and a large differential between fuels.

(2) Reduced engine wear and less maintenance costs.

(3) Little, if any, contamination of engine oils, reducing engine wear and prolonging the life of the oil.

(4) More work seems possible as evident from tests and user reports.

*This article is based on a talk given by Mr. Murphey at the annual Georgia Farm Mechanization Conference.

Harvester's New Farmall

(Continued from page 164)

equipment. Field tests, the company reports, show that the Super H has the pull power and traction to handle a regular three-furrow, moldboard plow under average conditions, or a four-row cultivator at regular cultivating speeds.

Self-energizing, double-disc brakes on the Super H have a larger braking area, the manufacturer states. They use the travel motion of the tractor to apply increased braking pressure. Tight turns and quick stops can be made with toe-tip pedal pressure. Design of the brakes makes them equally effective against backward or forward motion. A tight-fitting housing protects them against dust and moisture.

The front wheel caster of the Super H has been reduced and the size of its steering wheel increased for better steering. The engaging ends of the transmission gear teeth are rounded for easier shifting. All of the operating controls are conveniently grouped within easy reach of the operator. The new tractor seat is padded with sponge rubber and covered with weather-proof plastic. A double-action hydraulic shock absorber and variable-rate coil spring absorb jolts and overcome pitching in rough fields. The seat can be flipped back and used as a leg brace if the operator stands.

The manufacturer lists, as regular equipment, the hydraulically-controlled Farmall Lift-All for raising and lowering mounted equipment. Hydraulic Farmall Remote-Control for trailing implements is available as special equipment. The full line of McCormick equipment that works with the Farmall H will fit the new Super H.

A new standard wheel tractor in the same power class has also been announced by International Harvester. Known as the McCormick Super W-4, it will replace the McCormick W-4 in the IH line.

Service Small Units

(Continued from page 156)

ment, manufacturer, date of issue, serial number, and the repairs made, in addition to the customer's name, address, and phone number.

"This is essential to good serv-



Carlton...

BRASS BAND AND ALL!

The Plastic Pipe with the Stripe receives National Acclaim...

Here's why . . . **CARLON** is guaranteed forever against rot, rust and electrolytic corrosion . . . can be installed in a fraction of the time (and at a fraction of the cost) required for old-fashioned metallic piping . . . it's flexible and curves to follow irregular ditch lines . . . weighs only 1/8th as much as steel pipe . . . won't accumulate scale or sediment . . . minimum head loss . . . and . . . every foot of **CARLON** is factory-tested for more than 8 hours at higher-than-working pressures!

For the best buy in piping, buy **CARLON** . . . the pipe with the stripe!



Write today
for literature.



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Wherever People Work and Play-



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GLEASON WHEELS

• BASIC
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with Purchase Proof Order Form
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521
GLEASON WHEEL
DEAL

5 Sizes which have proved most popular in 5 years of over-the-counter selling. Every wheel in this assortment will be bought by someone in your neighborhood . . . by customers who own hand trucks, power mowers, garden carts or wheelbarrows, garden tractors, caddy carts, silage carts, battery chargers, outboard carriers, shopping carts . . . by home craftsmen, farmers, small repair shops, the handyman, home owners . . . in rural, urban, and suburban communities.

Mail coupon for All The Facts.

GLEASON CORP.

6512 WEST STATE STREET • MILWAUKEE 13, WISCONSIN

Please send us All The Facts on the 521 Gleason Wheel Deal.

Name _____

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◀ Like these
6", 8", 10", 12"

Steel Disc
Ball Bearing Wheels

with
Semi-Pneumatic Tires
for 1/2" and 3/8" axles

PROVEN
BEST SELLERS

Millions in Use

The 521 Wheel Deal
gives you a basic stock
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NEW INVENTION

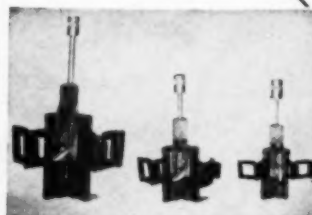
Makes Chain Repairs EASY, FAST
and PROFITABLE for YOU!

SELLS ON SIGHT
UNIVERSAL DEMAND
TRY IT AT OUR RISK!



NO
SMASHED
FINGERS

STORES
EASILY



Here's the first practical
and simple means of making
chain repairs right in the
field WITHOUT RE-
MOVING THE CHAIN.
Farmers buy Imp Chain
Repair Kit on sight! You
can make drive chain re-
pairs easily and quickly in
your own shop, make easy
sales to every farmer in
your area.

TRY THIS AMAZING INVENTION YOURSELF!

SEND NO MONEY

See for yourself how easy and fast it is! Order the IMP Steel Chain Repair Kit today. Send \$5.00 for complete kit of three . . . Kit No. 1 fits 56 to 77 chain, retails at \$3.25 . . . Kit No. 2 fits 36 to 55 chain, retails at \$2.75 . . . Kit No. 3 fits 25 to 35 chain, retails at \$2.25. Complete kit sells for \$7.95, but we'll send you all three for only \$5.00, plus a counter display card and liberal supply of colorful circulars FREE. We'll pay shipping charges if you send \$5.00 with order, or order C.O.D., if you prefer. Money promptly refunded if you are not 100% satisfied.

CHAIN REPAIRS ARE EASY AND FAST IN THE FIELD

1. Select the proper size chain detacher from your kit to fit the size chain to be repaired.
2. Slip the repair kit under chain, with open part of link on top. Tighten set screw by hand on top of broken link.
3. Hit plunger with hammer, and broken link will fall out easily. The job is done easily, quickly IN THE FIELD, with no loss of time, no smashed fingers.



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Be ready
for the big



SPRING CLEAN-UP

You'll make a clean sweep of competition—rake in real profits with Goulds Water Systems this spring! Incomes remain high . . . farm and suburban building continues . . . *more* people need *more* pumps than ever before. And with the big GOULDS line—you can sell them *all*.

MAY is National Water Systems month—the perfect month to perk up your spring pump promotion with . . .

The most complete pump line in our history

With the 1953 GOULDS line, you're sure to have the *right* pump to *sell* and *satisfy* every customer. There's the famous Goulds Balanced-Flow Jet (the *tankless* pump), Jet-O-Matic, CID and Pyramid pumps—all nationally advertised—all *famous* in their field for performance, dependability and value. And—to *broaden* your sales picture . . .

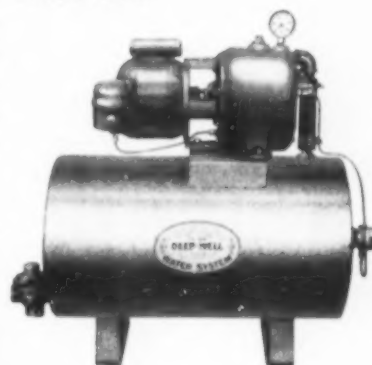
Two NEW Tank-Mounted Models



Completely "packaged" shallow well and deep well units—*both* full size, high quality outfits. Competitively priced—yet have *dozens* of Goulds features, *not* "Junior lines" in any respect. Also available as pump-motor units only—for connection to standard tanks.

Get all the facts—and be ready for the GOULDS-RUSH this year. See your distributor, or write:

Goulds Pumps Inc., Seneca Falls, N.Y.



Clean up with

GOULDS

this spring!

water systems

ive," Baker emphasized. "When a customer comes in later and needs a part for his outboard motor or garden tractor, we have no difficulty in determining the model, year, and type of part that particular piece of equipment needs. Furthermore, repairing the motor guides us in keeping our parts department adequately stocked."

The company determines by demand the quantities of each part needed, whether for a tractor, implement or small power unit. When, as occasionally happens, there is a call for a part not in stock, this part is added immediately in quantities of two. If demand justifies, this minimum is raised.

When the mechanics appear to be catching up on the back-log of work, Baker immediately calls customers who have, in the past, brought in small engines for repair. After inquiring about the present performance of the equipment, Baker makes whatever recommendations seem in order or invites the customer to send the equipment to the shop for an inspection. A pickup and delivery service is available for the con-

venience of the customer.

Weekly advertisements in local newspapers are used in promoting this specialty repair service. And sometimes an entire ad is devoted to this phase of the company's operation. An advertisement of this service in the classified telephone directory has been particularly profitable.

"But our best promotion comes from word-of-mouth recommendations of satisfied customers," Baker said.

In training mechanics to repair small engines, Baker has a preference for the prospective employee at least 25 years of age, married and with a small family. He does not require previous experience, but soon learns the employee's mechanical aptitude from his performance and grasp of instructions. Baker himself trains the mechanic in the more elementary jobs, maintaining that it takes about three years to develop the ability to repair small engines satisfactorily.

Baker has good reasons for developing this sideline aside from the immediate profits being obtained. "It is my belief," he said,

"that any dealer is unwise to limit his activities too sharply. If the sale and service of farm equipment should fall off, revenue from the servicing of small engines could be of considerable importance. Take the outboard motor for example. I have noticed that even in times of low business activity, people spend some money on recreation. Consequently, the repair of outboards will yield some business even when other volume falls off. This sideline can be a valuable cushion."

Selling Water Systems

(Continued from page 162)

curtailed because of defense priorities.

This year's theme is a departure from those of preceding years. The importance of running water for better health, better living and better production is generally recognized. Of equal importance is having enough water, not just for the needs of today, but for anticipated future needs as well. While the market for new farm water systems is estimated to be somewhere around 2,000,000 and for non-farm rural systems around 7,000,000, there is at present a replacement market of 1,200,000 systems which have become obsolete during the past 15 years and incapable of meeting the stepped-up water demands of larger families using a wide range of related water-consuming appliances.

Accordingly, promotion this year will emphasize adequate capacity—plenty of water, plenty of pressure to meet both today's and tomorrow's anticipated needs.

While new installations will continue to be a major source of sales the replacement market is increasing. To win their share of replacement sales, dealers should give special consideration to effective store displays. Effective displays can encourage customers to discuss their running water problems which in turn gives dealers excellent sales leads.

The service department can be particularly effective in paving the way to sales. Service men can best evaluate obsolete, inadequate or worn out equipment. When provided with forms, they can report on the age, condition and make of equipment for sales use. And from these reports useful prospect lists can be built.



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It is the most consistent advertising program in the industry on specialized tools and is one of the very important reasons why NEW IDEA dealers value their franchise so highly.

It will pay you to investigate. Learn how these helps increase your profits. Become familiar with the expanding NEW IDEA line and have your name on file should an opening become available in your community.

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More complete coverage of specific machines than any competitor.

Why trust to Luck

Be Sure!

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Write for details about the NEW

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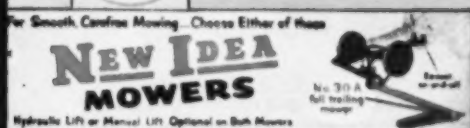
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Sent to prospects and users six times per year without cost to the dealer.



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A comprehensive newspaper service that lets you tie in NEW IDEA with your other lines.



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Posters, streamers, display cards, product literature, signs without cost. Selected top quality novelties at cost.



NEW IDEA

FARM EQUIPMENT COMPANY

DIVISION **AVCO** DISTRIBUTING CORPORATION

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Offering free water systems inspections is one means of becoming more familiar with equipment in use in the trade area. This can be accomplished through newspaper advertisement and direct mail and serves to prominently identify the dealer as the aggressive outlet for water systems in the area.

Close cooperation with the local power supplier also can pay off in sales, for the Rural Service Manager has readily available the names of new customers and knows the location of prospects for both new and replacement sales.

A dealer can take full advantage of the replacement market by selling the advantages of greater capacity, keeping in mind that customer confidence is built by a salesman who has complete familiarity with what he is selling, and by a dealer's ability to install and service a system satisfactorily.

Reconditioning Jobs

(Continued from page 155)

proved to be an excellent stop-gap for those, who, because of financial stress brought on by drought, had to postpone the purchase of new equipment.

The farmer who wants to take advantage of this guarantee, however, must agree to a complete overhauling of his equipment. Under the terms of the agreement, the shop will replace any part that is badly worn and will make all necessary repairs. If a customer, in order to save money on the repair bill, wants to keep a cracked wheel, or some other damaged part, that part is exempted from guarantee. If any part on the reconditioned machinery, with the exception of the tires, becomes defective within the warranty period, the company makes necessary repairs and replacements without cost.

The cost of such reconditioning jobs averages \$130 to \$150, although many of them range from \$300 to \$400. "In overhauling a motor that is to carry a three-month guarantee," Cartwright explained, "we try to do a thorough job. However, if the farmer insists on the replacement of nothing more than the rings we will follow his instructions, but will give him no guarantee on the tractor's operation. On the other hand if the customer gives us a 'blank check' order for everything

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These single action hand sprayers are compact, efficient, and attractively designed. They have that "take me home" appeal to all shoppers.



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NEW KNAPSACK DESIGN



Efficient easy to use, for an adjustable harness strap allows New 4 gal. cylindrical tank to ride horizontally in the most comfortable position on back. Both hands are free to operate easy going, brass slide pump. Tank of Armco Zinc Grip Galvanized Steel. 30" neoprene hose and adjustable Brass Nozzle.

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the machine needs we not only will put in new rings, but new pistons and sleeves if needed, in addition to replacing all other worn parts."

When asked if many of his customers weren't a little cautious about giving a blanket order that might result in a large repair bill Cartwright explained that "when a farmer sees that he can keep his old tractor operating a few years longer for \$150 to \$500 rather than investing \$2,000 to \$3,000 in a new unit the idea has much appeal. This is especially true when a drought or some other condition has reduced his income. He must have some kind of tractor. So—whether times are good or bad—if we can't sell him a new machine we try to interest him in the next best thing, a reconditioned unit that will be backed by a full guarantee.

Full Guarantee

"Take that reconditioned tractor plow, for example," he continued, pointing to a job just completed. "It looked ready for the junk pile. But we replaced the three plows with three new ones, replaced the broken front wheel, added a few needed parts, and repainted the implement. The entire job cost the farmer \$150 and will give him several more years of service. Since a new implement would require an investment of about \$430, the farmer has in one sense saved a substantial amount and still has an implement whose operation is guaranteed."

Cartwright emphasized the importance of repainting the reconditioned equipment. According to him, it will do more than anything else to keep a customer from complaining about his repair bill. When the customer comes in to pick up his equipment and sees an implement that appears to have just come off the assembly line his complaint about the high cost of repair work is likely to be forgotten.

When a customer doesn't order a paint job Cartwright often has it done anyway at no expense to the farmer. New paint gives the farmer a favorable impression that seems to make it easier for many to pay their bill. The company has a paint sprayer with which mechanics can give an old unit a new look with only a negligible amount of labor time involved.

Cartwright pointed out that de-

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pendable reconditioning work backed by a full guarantee reduces complaints to a minimum. But he emphasized the importance of charging a price sufficient to allow the company to make any needed readjustments without loss of profit.

Such instances are rare, however, and the company scrupulously lives up to its guarantee. In fact its reputation for dependability is so widespread that customers in several counties outside the firm's trade area come to the shop for their service work.

Cartwright pays his mechanics from \$1.25 to \$1.35 an hour for their labor, plus five percent of the customer's gross bill. He charges the customer \$2.30 an hour for labor and this spread allows an average profit of 75 cents an hour on labor. The five percent that the mechanic receives above his hourly rate is an incentive for him to keep alert for new business.

Cartwright has many of his customers "trained" to bring in their equipment when reconditioning work is needed. If a job is big enough, however, he will pick up a machine, charging 10 cents a mile each way.

Lending Service

(Continued from page 160)

equipment is taken to the service department and put in first-class operating condition. Then it is placed on display for lending purposes or out-right sale.

"It is absolutely essential that machinery be in A-1 shape when it is loaned to a customer," Mitchell said. "For one thing, this will prevent breakdowns which would make some customers feel obligated to buy. But most important of all, machinery, operating properly, does an effective selling job."

Before lending any farmer a tractor or implements, a company salesman carefully explains their operation and asks many leading questions to assure that the farmer knows how to keep the equipment in satisfactory working condition. Whenever possible, the salesman visits the farmer to offer suggestions while the machinery is in use. On these visits the company usually takes advantage of the opportunity to check other equipment on the farm and to advise the

prospective customer of needed adjustments and repairs.

"We have largely licked the trade-in problem because, in most cases, the machinery is in use on some farm shortly after it comes out of the service department," Mitchell said. "If the first farmer to whom we lend the unit doesn't buy it, the machine will be sold by the time it is loaned the second or third time. After taking advantage of our lending service, most customers who eventually buy, purchase new equipment. However, there are enough interested in used equipment to keep our used lot empty most of the time."

Mitchell pointed out that numerous customers could be interested in purchasing new equipment only after they had taken advantage of the lending arrangement.

"When a prospective customer resists buying a new tractor because he wants to shop around a bit more, we offer to lend him the tractor for use on his own farm, emphasizing, of course, that he is under no obligation to buy. In many instances the farmer will prefer not to take a new machine, but will agree to try a used machine on his farm. Frequently, the

farmer returns to buy the new equipment, and persuades a neighbor to try out the used machine. We add quite a few prospects to our list in this way."

This company employs no outside salesmen. "We have found that our lending service works so well that outside men are not needed," Mitchell explained. "This service brings us far more customers than two outside salesmen could and at less selling expense. Actually, the only expense that we can charge against this lending service is the time required by mechanics in re-checking equipment."

To encourage customers to have their equipment put in good working order prior to planting and harvesting time, the company reminds farmers that the company will lend a machine for use while the farmer's equipment is being repaired.

"We are well-pleased with our lending service and the number of prospective customers it brings in each month," Mitchell said. "We are confident that more than 50 percent purchase either the used or new unit after trying out a machine on their own farms."

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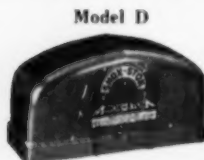
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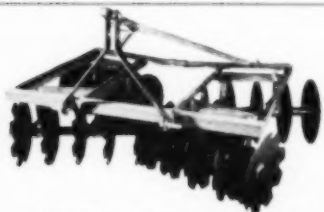
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Lift Type Tandem Harrow



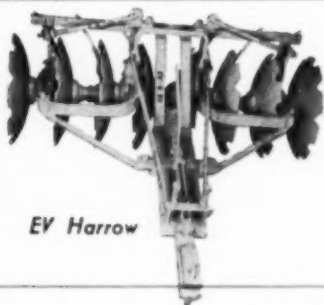
Texas Cultivator Sweep



Lift Type Drag Harrow



EYL Harrow



EY Harrow

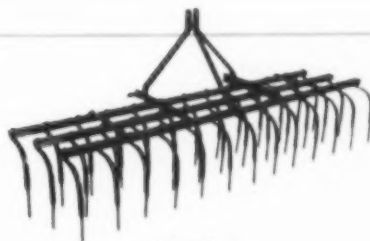
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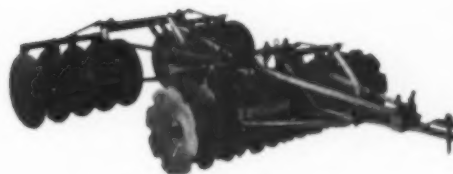
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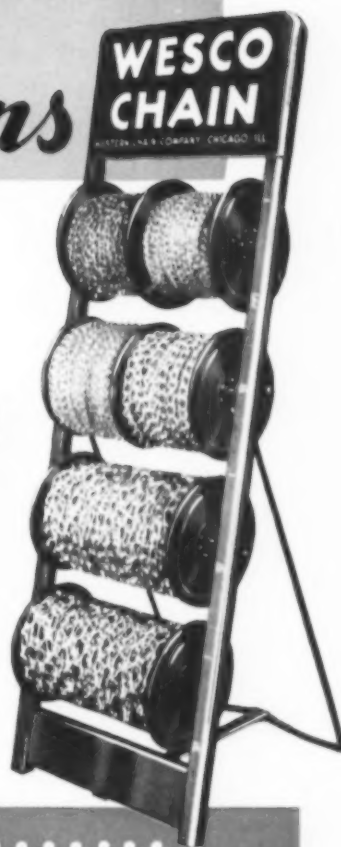
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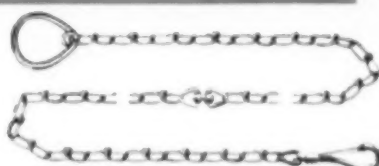
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